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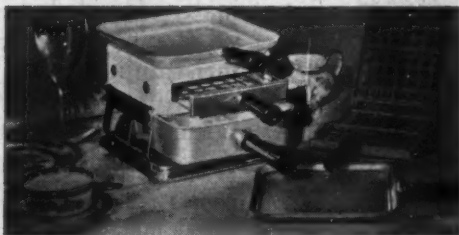
PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXV, No. 9 NEW YORK, NOVEMBER 29, 1923

10c A Copy

B. A. I. S. 1919 with N. W. Ayer & Son



Drop! Drop! Drop!

ONLY a drop of water but—it fell again and again, sending strong men out of their minds in the cruel days of the Spanish Inquisition.

To many women to-day the monotonous round of getting meals appears somewhat akin to this ancient torture. Breakfast! Lunch! Dinner! Drop! Drop! Drop! Three times a day—three hundred and sixty-five days a year! Breaking the maddening inevitability of this monotonous duty comes the Armstrong Table Stove made by The Armstrong Mfg. Co., of Huntington, W. Va. Small wonder then that it is finding so many grateful friends. It makes a sort of play of housework, lightening its actual labor to a remarkable degree.

Drop! Drop! Drop! Armstrong advertising steadily and continuously drives the story of Armstrong Table Stove efficiency and convenience into the consciousness of the nation's housewives.

The story is a pleasant one to tell—and we share the pleasure of the client in the results of the telling.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



E PLVRIBVS VNVM



The Nebraska Farmer
Established 1859

Wallaces' Farmer
Established 1895

Prairie Farmer, Chicago
Established 1841

Wisconsin Agriculturist
Established 1877

American Agriculturist
Established 1842

The Farmer's Wife
Established 1900

Progressive Farmer
Established 1886

**Birmingham, Raleigh,
Memphis, Dallas**

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1870

ONE ORDER

COMBINATION RATE

ONE PLATE

Standard Farm Papers

"A National Medium with the Strength of Ten"

WE KNOW THE FARM MARKET

Harrison 7936
STANDARD FARM PAPERS, Inc.
Transportation Bldg.
Chicago, Ill.

Madison Sq. 6858
WALLACE C. RICHARDSON, Inc.
95 Madison Avenue
New York City

**The Farmer's Wife, a National Magazine
for Farm Women. The buying guide in
over 750,000 farm homes.**

Each STANDARD Farm Paper was originally founded by a great pioneer agriculturist imbued with the spirit of service to his farming community.

TO-DAY THESE FARM papers are institutions of social and economic importance in their chosen spheres of agriculture.

IN COMBINATION these publications form a national farm advertising medium, having unequalled value in point of national coverage, reinforced with localized sales influence.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXV

NEW YORK, NOVEMBER 29, 1923

No. 9

The Human Side of the "East Side"

Foreign-Language New York is "Just People"

By James H. Collins

YO! ho! and a bundle of statistics.

Seven New Yorkers in every ten are of foreign birth or parentage. One in four a Hebrew, one in seven an Italian. Twenty-six nationalities, speaking languages other than English, Irish, Scotch and "American"—Bible societies say seventy tongues and dialects are spoken in the Big Town, one-tenth as many as are found in the whole world.

But let's forget the figures for a moment, because they won't be of much use to the sales manager or advertising man in South Bend, studying New York as a possible market, until he can visualize the human beings behind them.

Some years ago, when New York was not quite so large as it is today, they celebrated Fulton's invention of the steamboat and Hudson's discovery of the river that bears his name. A million people lined up along Fifth Avenue to watch the Hudson-Fulton parade. Yet while it was at its height, you could go down on Grand Street, the East Side Broadway, and never suspect there was a pageant in town—business quite as usual.

Perhaps this article should have begun with a definition: What is a metropolis? What is the difference between a metropolis and a big city?

The dictionaries say that a metropolis is a *chief* city, but do not indicate whether leadership is to be determined by size, age, government or what.

I have my own distinction between a metropolis and a merely big city. It is simple. A metropolis has grown in size or age—particularly age—to a point where it is a collection of separate cities, each living apart from the others. You can use that viewpoint to size up your own town, or determine whether Chicago is a big city or a metropolis. And you can use it when you plan marketing and advertising. The genius who invented sight-seeing buses by which visitors to New York can drive through the East Side did a great service. These buses traversed the East Side quite a few years before that section of the city saw the point and established sight-seeing buses to take the East Siders up through Fifth Avenue, Broadway and Central Park.

In London, because it is a metropolis, you'll find the same situation. The West End "toff" knows nothing of Billingsgate, where the fish and the language come from, and the Commercial Road and Battersea might be in different countries as far as any general acquaintance with each other is concerned.

New York differs from every other great metropolis in that its separate towns are made up, not of English people of various classes and occupations, as is the case with London, or of French people, as in Paris, but of many different nationalities.

When the South Bend advertising manager and sales manager think of New York they may well

forget the Great White Way and people reached by the English language papers, and give their attention to the foreign language population of the city. Generally, the English-reading customer will take care of himself. It is the most obvious thing to lay out a campaign in the mediums that reach him. But it is not so easy to plan for the foreign language customer.

The size of New York's separate foreign language cities is enough to indicate their importance. New York not only has the world's largest Italian city, larger than Rome and Venice put together, but there are enough Italians to more than people Cleveland. It has not only the largest Jewish city in the world, but enough Hebrews to make another Boston plus Los Angeles—the New York "Ghetto" is the fourth American city with over 1,000,000 population. The German "colony" is nearly as large as Cincinnati, the Polish one-sixth the size of Warsaw, and so forth. Even under the new restricted immigration law, a city the size of Atlanta lands at Ellis Island every year. Fifty per cent of the newcomers remain in Greater New York, and 75 per cent in New York State.

"Colony" is the right word psychologically for these transplanted nationalities, because they stick together in matters of language, homeland, food and thought. They arrive as green-horns, and go to live with their own countrymen, get the typical kind of work followed by their nationality, and live so until their children begin going to school. Then comes the change. The youngsters learn English at school or in the street, become Americans in viewpoint, and begin influencing the grown folks. The latter often complain of contempt from their children, but more often they themselves begin to change, learning English, adopting American ways, using American products.

On the East Side it is common to see a block strung with electric lights and banners, indicating that

some sort of festival is going on. One night several years ago, showing an out-of-town friend through Mulberry Street, we came to such a block, with bands blaring and fireworks blazing.

"These folks are celebrating the birthday of the patron saint of their home village in Italy," I explained, as one who knew all about it.

"Is that so?" asked my friend, keenly interested. "Well, let's wait until they light up that set piece of fireworks over the street. It has some letters—probably the saint's name."

We waited fifteen minutes, and then there flared forth the legend, "Welcome, Michael J. Finnegan!"

A RUSH OF PROGRESS

Antonio was a small Italian grocer on the skirts of Greenwich Village, and his place so typically Italian that it might have been in Naples—artists loved to paint it. But when Antonio's two boys, born in New York, grew up and entered the business, they transformed the place. They made the landlord replace its artistic little window panes with a broad expanse of plate glass. Old-fashioned scales were discarded and automatics put in, new show-cases installed and every modern device for cutting, measuring and weighing goods. You should have seen the celebration when the transformation was complete. The old man and his sons were so excited that for several days it was almost impossible to buy anything. Their uncles and their aunts, their cousins, nephews and nieces came in relays, asking how everything worked, and what everything cost.

Another story showing how the old generation is keeping up with the young. An orthodox Jew, the father of a large family, religiously clung to his long beard. Instead of remonstrating with him; however, his sons and daughters bought the old gentleman a large diamond for Christmas, set in a scarfpin. That's all of that story!

In your own town you prob-



"Freeze Del Monte Fruits right in the can"

THE visual appeal of fruit, both fresh and canned, has always been as characteristic of Del Monte as the red Del Monte shield.

But this one method—in magazines, street-cars and posters—has been no bar to a wide variety of new advertising angles.

As an example, take the exploitation of "Del Monte Fruits frozen in the can"—a straightforward, ingenious selling idea—entirely new and specially effective during the hot summer months.

Advertising of this nature, always uniform but always individual, has not only made the brand a dominant one, but has extended markets territorially, and seasonally as well. *Truth well told!*



THE H. K. McCANN COMPANY
Advertising

NEW YORK

CLEVELAND
LOS ANGELESDENVER
TORONTOSAN FRANCISCO
MONTREAL

ably think of foreign language folks as living and working down in the industrial district. Apply that viewpoint to the foreign language folks of New York, and you will find that the whole metropolitan area is an industrial district, for New York is still our leading factory city, not counting New Jersey, the industrial towns up the river nor those in nearby Connecticut. Uncorking a small bottle of statistics, we find that the last census discovered 32,590 manufacturing establishments in the city, with 825,000 people working, earning salaries and wages exceeding \$1,100,000,000 and making more than \$5,250,000,000 in goods. The average New York factory employed only twenty-five persons, decidedly below the average of other American cities. The average New York worker produced \$6,376 worth of merchandise, and the average year's pay was \$1,372.

DIVERSIFIED INDUSTRIES

New York is not only a great industrial town, but its industries are highly diversified, ranging from the well-known garment lines to musical instruments, metal work, printing, cigars and tobacco, paper patterns, shirts. New York City produces one-twelfth of the manufactures of the United States. The great variety of its industries is closely linked with the great population, this population bringing its arts, crafts and artistic taste, branching out in lines that would never occur to a native, enriching American life with Old World things.

Each nationality has its own particular way of earning a living in the big town. More than 80 per cent of the Jews are in manufacturing, trading or finance, with a large professional class, and are especially adept in clothing and textiles. The Italian is an unskilled laborer, a miner, a factory worker, and to a considerable extent engaged in small trading enterprises, like fruit selling and groceries, also with a growing professional class. There is no room here to give all the different oc-

cupations followed by this part of New York's population, but obviously the market and advertising approach must be decidedly different in reaching the skilled Jew and the unskilled Italian, the German well established because he came here a generation ago, and the Albanian or Assyrian who arrived yesterday.

We say "the East Side" and think of it as being a region located from the Bowery to the East River, and the Battery to Fourteenth street, where New York's foreign population lives. Once it did actually live in this area, but long ago burst bounds. Today the East Side of New York is all over Manhattan Island, eastern Long Island and the metropolitan area of New Jersey. In one New York public school there are pupils of twenty-seven nationalities.

An investigation made by the National Council of the Episcopal Church, in planning a campaign for neighborliness, shows that 1,500,000 New Yorkers are of native birth, 2,000,000 of foreign birth, and 1,300,000 born of foreign parents. The different nationalities stick together fairly well, yet are scattered pretty thoroughly over the city's five boroughs. There is no single "Little Italy" or "Little Poland," as in days past, but numerous "Littler Italies" made up of people from the same section of the homeland, living in the same block, anywhere from the Battery to the Bronx.

If you indulge in a "rubberneck" bus ride through the East Side when you are in New York, you make the trip to see how the poor people down there get along without so many things necessary to your own comfort.

When the East Sider indulges in a sight-seeing trip up Broadway and Fifth Avenue, he goes largely to see what he ought to have in the way of American comforts and conveniences. And if you think of him as poverty-stricken, a prospective customer for only the cheapest merchandise — well, you're the greenhorn!

There is no article for home use or consumption that has not been advertised successfully in NEEDLECRAFT MAGAZINE.

More than 90% of its total lineage is for food products, furniture, shoes, clothing, soaps, washing powders, pianos, talking machines, wall covering, curtain rods and rollers, stoves, cooking utensils, cutlery, household appliances, rugs, refrigerators, toilet preparations, etc.

And the exceptional results advertisers invariably get proves beyond question the unusual advertising value of a million circulation made up of energetic needleworkers.

A complete analysis of the quality, quantity and distribution of this big circulation may be had from any of the undersigned.

Robert B. Johnston
Advertising Manager
New York

JAMES A. ROBERTSON
Western Manager
Chicago

DORR & CORBETT
New England Representatives
Boston



Member A. B. C.

He not only wants quality, but is able to pay for it far beyond the average native American's estimate of his spending power. Moreover, he knows quality when he sees it. The Jew's life especially is one long appraisal—and here I must tell a good story about the late George L. Dyer:

Dyer was advertising manager for several large clothing manufacturers during his lifetime, all Jewish. The Jew's interest in clothes is eternal—clothes draw him like a magnet. Day by day, in going about in the trade, Jewish friends would critically examine whatever suit Dyer was wearing, smooth it down, ask how much he had paid for it, and then probably tell him that he had been stung. So Dyer went to a New York tailor whose prices were then higher than any ever paid before, and whose authority in fashions made him a veritable Moses in the clothing trade. A group of Jewish friends would examine George's clothes, feel of the cloth, inspect the cut and sewing, and ask him how much he had paid for such a bum suit. Eventually, as part of this inspection, they would turn back the coat collar to read the maker's label, and the effect can be imagined when they saw the name of that famous tailor on a suit they had belittled.

Last summer a sneak thief jimmied his way into my apartment, filled a hand bag with my clothes, and departed. The hand bag was new, and he got one good winter suit, but for the rest, took garments that had been worn through the consumers' strike, and were about ready for the ragbag. In fact, he did what I had more than once suggested that my wife do—clean out the clothes closet. Mentioning this to my Jewish tailor, he made a characteristic remark:

"Oy! he could not have been a merchant!"

During an aggressive campaign to popularize a well-known cigarette some years ago it was found almost impossible to build trade on the East Side. Largely

Jews and Russians, the people there had a very fine taste in tobacco and wanted something with more bouquet than the good Virginia leaf of which this cigarette is made. Discovering where the difficulty lay, the manufacturer made up a special cigarette for that section. It bore the same name, was packed in the same way, and sold at the same price. But the filling, instead of Virginia tobacco, was good Turkish, worth so much more than the domestic article that the cigarette was sold at a loss.

THEY WON'T BE FOOLED

This stirred up the animals! The East Side not only bought that cigarette for current consumption when it discovered that the tobacco had been changed, but bought "futures," taking it home by the case and storing it away. Flushed with this success, the manufacturer wrote off his losses on the special make to advertising expense and switched in the regular brand. Within a week the East Side stopped buying!

While some of the foreign language folks buy the cheaper grades of merchandise and eat or wear the characteristic things they have known at home, I'll venture that far more quality stuff is sold to them than cheap stuff. If you don't believe it, go through the East Side yourself before making your New York marketing plan and see what the people buy, and what is shown in the shop windows. But don't go on a sight-seeing bus—walk. And don't be afraid—it is one of the safest places in the world.

Foreign language folks are particularly hearty eaters. In their own countries, very often, there has not been enough to eat, though generally the European peasant learned centuries ago to keep himself well nourished on the cheaper foods, like cheese, sausage, macaroni, soup. He is far better nourished than the average American farmer, because he eats a better balanced diet, worked out through centuries of experience.

(Continued on page 158)

The percent-
age of those
eating turkey
on this date is
high among
advertisers in
the Brooklyn
Standard Union

R. G. R. Hunsiman
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

Lord Leverhulme Answers "Who Pays for Advertising?"

One of World's Largest Advertisers Speaks on the Question before the Sphinx Club

WITH the authority of one who has used much advertising for products such as Lux, Rinso, Pear's and Lifebuoy soaps, Viscount Leverhulme has answered the question, "Who pays for advertising?" in this manner: "Advertising that does not claim too much does great good. It increases the turnover and pays for itself. The increased turnover resulting from advertising more than pays for the apparent increase in cost. The consumer pays no more, because the producer can accept a smaller margin of profit because of his great sales. A manufacturer can never look to the public to pay any of his advertising costs."

This answer was made at a brilliant dinner given in honor of Lord Leverhulme by the Sphinx Club of New York on November 21. Parenthetically it should be added, so that the reader may readily see the color of the setting, that the dinner was held in the Rose Room of the Waldorf-Astoria and that it marked the first time that this room had been used as a banquet hall.

Now Lord Leverhulme was mindful of the fact that what he had said on this subject could not be used as a blanket answer to the question, "Who pays for advertising?" He made certain qualifications. R. F. R. Huntsman, publisher of the Brooklyn *Standard Union*, who introduced Lord Leverhulme to the assemblage that met to honor him, has explained these qualifications in his own publication in these words:

"Lord Leverhulme pointed out that unless a manufactured article is susceptible of achieving so great a sale as to reduce production costs and therefore the cost to the consumer, it would not pay to advertise it extensively; but that if it is of such a nature as to

appeal to a great popular demand, the advertising which connects the article with that demand is primarily what reduces the cost to the consumer."

While it might be assumed from what has already been said that Lord Leverhulme confined himself solely to advertising, this was not the case. He was as much concerned with international relationships as they affect business as he was with advertising. But in injecting this subject in his address, he measured his thoughts with advertising as the yardstick. That is to say he spoke as one whose background was advertising and who must make comparisons of other fields of human endeavor with it.

"Advertisers," he said, "are teaching lessons which nations might take to heart. If they would advertise to each other we would have no more war."

"Honesty in advertising, the motto of this great club, where I was so cordially received twenty-two years ago, is a cardinal principle in your country and also in mine. Sooner or later the dishonest advertiser disappears."

"It should be the same with nations. Unless there is honest fulfillment of every engagement entered into by them the house their children live in hereafter will not be a very lovely place. Reparation debts may be ignored to make things a little easier for the present generation, only to harm those who come after and make them the taunt of nations for all times."

"In your country and mine we know of no other way of paying debts than by good, honest money. It will not do to point to the bad debts of Germany as a reason why other debts cannot be paid. That will never do for nations, and it is not a method adopted by good advertisers."



Raising a Family

This is no easy job—but it's a great one. Around it centres all of our activities. Out of it we get the greatest satisfaction.

¶ The Youth's Companion has been helping to bring up families for more than three generations. It has, we are told by prominent men and women, had a large part in the shaping of their lives. It is doing this same kind of work year after year.

¶ The Youth's Companion has also been a factor in building business for manufacturers through its advertising pages. It is doing that also year after year. It is doing it in a larger way today than ever before.

The Youth's Companion

FOR ALL THE FAMILY

Boston

New York

Chicago

"What kind of a business is it to agree to stand by your own obligations to one country on condition you can collect your bad debts from another?"

Advertising, according to Lord Leverhulme, only means keeping up with the times and the big advance in modern business.

"The man who does not keep up with modern business, who does not make use of modern advertising resources, is like a man using an old covered wagon to go to San Francisco in preference to a railroad express. Good advertising will bring new business, which should more than pay for its cost. The cost is not necessarily paid in selling the article. It pays to advertise for tomorrow."

It was at this point that the speaker stopped to answer the question that he propounded: "Who pays for advertising?"

When he had answered this question with the statement quoted at the beginning of this report, he asked: "What do we do by advertising?" And then he said: "We lay the foundations of trade, foundations which perhaps may not become profitable in our immediate day. Those foundations must be solid that they may serve our children well. They must not be built on a poor product. They must not be constructed on overstatements of facts."

He gave credit to the advertising agency for improved advertising, saying:

"An enormous service is being done by the advertising agents, their artists and copy writers. They create an atmosphere as far in advance of older methods as the railroads and the automobiles are ahead of your old covered wagons. It is true that some men in business use covered-wagon methods, and reach their destination some time or other, but the time consumed is too great and they wear out too much shoe leather. The interests that advertise get there a whole lot faster.

"Advertising pages in publications today are just as interesting as the body of the newspaper or

magazine. The late Mr. Gladstone once said that he read the advertisements as well as the body of his newspaper. This is especially true of American newspapers and American advertising methods. It is so true that prominent members of our staff come over here every year for ideas."

The Hon. W. Hulme Lever, son of Lord Leverhulme, and chairman of Lever Brothers, Ltd., was another speaker at this dinner. He stressed the importance that his father puts on advertising by saying that in the training period in his father's business he gave much time to work in the various departments, accounting, purchasing, production, etc., until one day his father came to him and said: "You shall have to be getting on to the real department of this business—the advertising department. That is the motive power behind this business."

It was a brief, well-delivered address that brought a glow of fatherly pride in the face of Lord Leverhulme.

It was a gathering of over 300 men and one woman, Miss Edith V. Richter, presided over by William T. Mullally, president of the club, that heard Lord Leverhulme, his son and other speakers on the evening of November 21.

The State, the Army, the Navy, the professions, business and advertising and publishing, were represented.

At the speakers' table were:

Lord Leverhulme; his son; Mr. Huntsman; Mr. Mullally; John W. Davis, former ambassador to the Court of St. James; F. A. Countway, president, Lever Brothers Company; D'Arcy Cooper, vice-chairman, Lever Brothers, Ltd.; George R. Lunn, Lieutenant-Governor of the State of New York; Murray Hulbert, Acting Mayor of the City of New York; Gen. Charles H. Sherrill, executive chairman of the Pilgrims of the United States; W. R. Farrington, Governor of Hawaii; Brig.-Gen. William S. Graves, U. S. A.; Lieut. J. L. Whitelaw, U. S. A.; Earl D. Babet, president, American Sugar Refining Company; H. L. Bridgeman, regent of the University of the State of New York; Supreme Court Justice James C. Van Sicken; Stanley Resor, president, J. Walter Thompson Company; Louis Wiley, *New York Times*; Russell R. Whitman, *New York Commercial*; John H. Fahey, *New York Evening Post*, and Ogden Reid, *New York Tribune*.

FOOD

Advertising

in BUFFALO

CHAIN STORES

Operating in

BUFFALO

A & P

DANAHY

FLICKINGER

LARKIN

MOHICAN

THRIFT

Every local
Food Advertiser,
chain and
independent,
is using full copy
in the
**BUFFALO
TIMES**

On household commodities, as on other lines,
the **TIMES** will give a national advertiser
the best run for his money in Buffalo today.

"Circulation plus Aggressive Co-operation"

Over
95,000
Evening

BUFFALO TIMES

Over
100,000
Sunday

NORMAN E. MACK, Editor and Publisher

New York
Detroit

National Representatives
VERREE & CONKLIN, Inc. Chicago
San Francisco

Off the Chalked Path

MISS AGNES REPPLIER, writing in the "Yale Review" about the "timidity of Americans," says:

There are successful newspapers and periodicals whose editors and contributors walk a chalked path, shunning facts, ignoring issues, avoiding the two things which spell life for all of us—men and customs—and triumphantly presenting a nonexistent world to unobservant readers. Henry Adams said that the magazine-made female has not a feature that would have been recognized by Adam. . . . We have evolved a magazine-made universe, unfamiliar to the eyes of the earth dweller and unrelated to his soul.

We invite Miss Repplier's attention to this week's (or any) issue of *Collier's*. Does she find any evidence of shunning facts or of ignoring issues in the following:

Sir Arthur Conan Doyle's good-humored account of his political career.

Dr. Gruening's article on educational progress in Mexico—new light in one of the world's dark places.

A common sense view of the present business situation by William R. Basset.

How Markham of the Illinois Central makes his railroad thrive on good will, by Edward Hungerford.

Is the heroine of our new serial, "Siege," a "magazine-made female"? We think she would be as readily recognized by Father Adam as by Sam Adams himself.

As for "Unobservant Readers," the Live Letters in each issue of Collier's fairly demonstrate that those who read Collier's at least are keenly observing "the two things which spell life for all of us—men and customs." And within a few weeks there will be further evidence, through the vast response to our call for letters about prohibition.

No, our readers are not timid people, and they read Collier's because it is *not* walking a chalked path.

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

"Is It Advertised in The Daily News?"

Merchandise effectively advertised is a time-saver to the dealer.

Constant reminder to every reading member of the family is made by the advertising columns of The Daily News.

Dealers know they are safe in stocking merchandise that is advertised in The Daily News because they can depend upon a ready sale of it.

THE CHICAGO DAILY NEWS

First in Chicago

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Cutting Cost of "Advertising Accessories" Increases Opportunity of Advertising

Watching the Incidentals That Are Charged to Advertising Account and Pruning Where Possible Leaves More of the Appropriation for Actual Advertising

By Benjamin Jefferson

Advertising Manager of Lyon & Healy

COINCIDENT with the general realization at the present day that the term "General Expense" must no longer be used as an all-sheltering cloak and the trend, therefore, to make the general expense item as small as possible, comes the need of a subdivision of the term "Advertising" as applied to such an account on the books of a business house or manufacturing concern.

Ten years ago or even less, it was pretty widely understood that by advertising, certain active charges in connection with projecting a message of the firm was implied. And it was on this basis that the various ratios we hear of were arranged. As far as my knowledge goes, when one spoke of spending 5 per cent for advertising in a retail store, he did not look to find perhaps one-fifth of that money already committed for overhead or other fixed charges, and the amount available for the actual payment of advertising bills perhaps only 4 per cent.

As a remedy for this state of affairs, which I am sure is being daily brought prominently to the attention of many advertisers, I suggest that the advertising account be informally sub-divided (in the advertising department) into—

- (a) Advertising
- (b) Advertising Accessories

Advertising per se is the message of the house. Whether this message is delivered in the newspapers, in farm papers, in magazines, business papers, on posters, street-car cards, catalogues, novelties, etc., makes no difference.

Advertising accessories it seems

to me should include salaries, rental of floor space, repair and upkeep of display space, ventures like losing tearooms, signs without news value, rebates, donations, decorations, commissions, etc.

Owing to the complex structure of modern business, unless we have some such provision in mind, advertising pure and simple is certain to receive a black eye. For a firm which is known to spend, let us say \$5,000 a month in advertising, is reasonably expected to solve certain problems and to achieve certain results. Yet of the \$5,000 if only \$4,000 remains when the accessories have been paid for, how can the desired end be accomplished?

I do not know what others may consider a proper ratio between advertising and advertising accessories. It must differ very widely according to conditions. I am advising only a fundamental rule of procedure.

First, let us keep steadily in mind the nature of advertising as we examine a few of the places where advertising and advertising accessories overlap. Let us say we have a charge of \$500 for counter wrappers. These are charged at once to advertising because they contain store news. But, if these wrappers were blank should they be charged as advertising? If we say, "Certainly not, because the goods must be wrapped before they are handed to the customer," then should not the advertising be charged only with the printing or imprinting of these wrappers?

A more involved case—all catalogues are usually considered as

advertising. But suppose some of them are merely price lists used by agents. If the information in these catalogues were conveyed by a duplicator it would be charged to general expense. Because it is neatly printed and put in catalogue form, it is charged to advertising. Further along this line I have heard arguments as to just when an envelope ceased to be an expense and became an advertisement. The opinions ranged all the way from considering envelopes with lithographed illustrations, etc., on the face as advertising and all other envelopes as merely expense, to one merchant who charged all envelopes—even those stamped affairs purchased from the post office—to the advertising account.

But clearly there is nothing to be gained by splitting hairs, so here again seems solid ground for the informal division by the advertising manager of the items charged against his department into advertising and advertising accessories. By so doing he avoids the necessity for wrangles—for really it matters very little what is charged to advertising so long as later on the money spent for advertising (i. e., the message) is separated from the accessories.

Since advertising represents the message—the place of the house in the sun of public attention—a wide-awake advertising manager will bend his best efforts to increase the advertising to as large a sum as possible. But, on the other hand, since advertising accessories represent merely the frame-work of getting ready—the expense incident to the advertising—the advertising manager will strive to diminish this expenditure. Money has a tremendous trick of running away when any recurrent expenditure is agreed upon.

Every item in the accessories should be scrutinized at least once a month with a pruning knife in hand. This is the place for economy. This is the place where the advertising manager can exert his utmost ingenuity in curtailing

outgo. And right here it occurs to me is justification for a rather liberal interpretation of the term "Advertising Account." For if the advertising department is charged up with every foot of floor space, with every clerk, and even with every electric light that burns in the advertising department—the advertising manager is going to struggle personally to keep down the overhead. Of two advertising departments equally well conducted in other respects, there would be an advantage in the department able to get along with the least demand for accessories. But in my opinion it is not sensible to point to a smaller message in public prints than the month preceding and call that "saving money."

AMOUNTS OF ADVERTISING LIMITED

The amount of money at the disposal of every advertiser is strictly limited. It is absolutely fixed by the amount of the earnings of the business. Under the budget plan (particularly a budget under which both a sum of money and the ratio to sales are mentioned) the matter is comparatively clear to all concerned. But even if there be no budget, the amount of advertising (unless in the beginning where it is a matter of experiment out of an investment fund) must be kept within strict bounds.

Let us see why an advertising manager may well be chary of the burden of excessive advertising accessories.

If his whole heart is in the problem he realizes intensely the opportunity before him and the tiny nature of the means at his disposal. The world is his battlefield and his only weapon a pen.

Elsewhere* I have given the weight of the message of great advertisers in daily papers. I have shown that in the daily papers of the five leading cities one of our very greatest advertisers, the Congoleum Company, projected a message in the newspapers having a weight for one

*"Weighing the Advertising Message." *PRINTERS' INK*, July 12, 1923; page 17.

month of 30,000 millines. Tremendous as is this message, when viewed in comparison with the ordinary advertiser's campaign, it is yet merely a drop in the bucket, when we look at the newspapers as a whole. The circulation of the daily newspapers in the United States, I understand, is usually estimated at 30,000,000. So, if an advertiser had one agate line in every daily paper his message in one day would weigh 30 millines (that is 30,000,000 circulation divided by 1,000,000). A page would be approximately 2,000 times this sum (that is estimating 2,000 agate lines to a page). This gives us a total of 60,000 millines in a single day. But as each newspaper carries many pages of advertising (ranging from 10 to 40) to find the total amount of advertising we should multiply this sum by 20, which gives us a possibility of shall we say, 1,200,000 millines of advertising in daily papers in a single day, or 36,000,000 millines in a single month.

Suppose we glance in passing at the number of millines an advertiser would use if he were to take one page each day in the five daily papers of Chicago for one month. The list is as follows:

MILLINE CONTENTS OF A PAGE

	Daily	Sunday
Herald-Examiner	802	1,653
Chicago Journal	246	...
Daily News	965	...
Post	104	...
Tribune	1,179	1,957

Therefore we see a message of one page a day in Chicago for one month would weigh 103,212 millines. This all represents an opportunity to our advertiser to make profits. Other firms are dividing this space among them. If his business were a little larger or a little more successful he could use more of it.

They talk about business being like a snowball, but no snowball increases in the ratio of a successful business. In going over the books of a concern which began with \$8,000 twelve years ago and which now has a net worth of \$240,000, I was struck with the fact that the progress for the first five years was pitifully small. In

fact the owner of the business explains keeping afloat at all by saying "it was simply a miracle." But in the eleventh year the earnings of the business were \$45,000.

Advertisers must keep this daily before them: Every bit of strength they can add to their message in the beginning will be compounded over and over again as time goes on, but every dollar that is used for advertising accessories in the words of an inspired song-writer is "lost and gone forever."

I remember meeting a youthful advertising manager who was more than peeved because his advertising appropriation had been charged for several beautiful signs. These signs read: "Exit."

A DOG STORY IN POINT

I tried to comfort him by telling him that these signs would probably attract more attention and inspire more action than most of the advertising he was putting out, but he refused to be comforted. So I sent him a copy of that most delightful satire, "Where the Blue Begins." In that dog story possibly you may remember Mr. Gissing, the little man who aspires to make his fortune as general manager of a dog department store and finds life just one problem after another. One of his first problems is whether the little sales dogs should be allowed to bob their hair. But what really gives him a headache is a question on this order: "Whether the book department should be charged for advertising, for the amount of the floor space, for the display of books in the furniture department, or whether since the furniture department asked for these books as an embellishment to their fall display, this space should remain a charge against the advertising of the furniture department."

The stake which advertisers are playing for when they abolish general expense so far as possible is a big one. If one-half of general expense (in many cases much more has been reclassified) can be charged directly to an ac-

count over which some one high-priced official will worry, there may be easily a splendid addition to the net profits of the year. If an advertising department finding itself charged with \$500,000 for the year's advertising and \$100,000 of this is clearly advertising accessories can cut down those accessories 25 per cent, there will be a gain in profits of \$25,000. Or failing to reduce the cost of advertising accessories, if the advertising manager is spurred on to accomplish as much with his appropriation including these charges as he formerly did with the same appropriation without the charges, there is also a good sum to swell the earnings of the business. That the advertising department can absorb some of this expense has been proved many times. Probably human nature is responsible for the basic idea. It is the same law that makes it certain that few women can buy so economically when they have a charge account as when they pay cash. Practice shows that there is all the difference in the world. An advertising manager who can charge things to general expense has a magnificent charge account.

THE LURE OF "GENERAL" EXPENSE

This does not mean, however, that the advertising manager is a star performer. He may be so deeply interested in the house making good profits that he would be willing to reduce his own salary if need be but at the same time there is that "day of deferred settlement" lure which operates to ensnare women with charge accounts, and business men with accounts under more or less general terms.

The advertising manager's salary and the expense of the department of course cost tremendously more in proportion in a small business than in a large business. All we can do, therefore, is definitely to bring to light that part of the advertising which does not directly project the message, but this in itself, I believe, will prove no small aid in the scientific conduct of advertising affairs.

Phinney-Walker to Increase Advertising Appropriation

The Phinney-Walker Company, Inc., New York, manufacturer of keyless clocks for automobiles, will increase its advertising appropriation for the purpose of extending its advertising activities in 1924.

"So far this year we have spent a considerable amount in newspaper advertising," F. C. Herbermann, assistant manager, tells *PRINTERS' INK*, "and though we have formulated no plans for the year 1924, it is our intention to increase our advertising allowance and go in for a more extensive campaign."

The company's products have been adopted as standard equipment on a number of automobiles.

New York "American" Appoints E. V. Coffrain

E. V. Coffrain, who has been with The Corman Company, New York, for a number of years, has been appointed national advertising manager of the New York *American*, succeeding E. N. Chalfant. Mr. Coffrain also was at one time with N. W. Ayer & Son.

Mr. Chalfant, who had been national advertising manager, has become director of national advertising.

Rigaud Account with Lambert & Feasley

Geo. Borgfeldt & Company, New York, distributors in the United States and Canada of Parfumerie Rigaud products, have appointed Lambert & Feasley, Inc., New York advertising agency, to direct the advertising of these products. This appointment becomes effective January 1.

Torrington Company Plans Business-Paper Campaign

Business papers will be used in a campaign which The Torrington Company, Torrington, Conn., is planning to conduct on Excelsior-Torrington latch needles. This advertising, which is scheduled to begin January 1, 1924, will be directed by the Hazard Advertising Corporation, New York.

Lord & Thomas Incorporate New York Business

Lord & Thomas have filed a certificate of incorporation under the laws of New York State for their New York office. The incorporators are A. D. Lasker, H. P. Cohn and Mark O'Dea.

Becomes Alfred Wallerstein, Inc.

The Wallerstein-Sharton Company, Inc., New York advertising agency, has changed its name to Alfred Wallerstein, Inc.

Suggest Automobiles for Christmas Gifts in

Philadelphia

3rd Largest Market in the United States

New cars are in constant demand and make splendid Christmas Gifts from "dad" to the family.

Philadelphians are more than ever interested in automobiles because the city proper is bigger and autos are coming into their own as a means of town transportation.

All about the city there are many attractive suburbs with good roads to and from the city; the progress of work on the new Delaware River bridge linking Philadelphia with New Jersey's many suburban towns has speeded up real estate.

The biggest proportion of the million automobile licenses granted in Pennsylvania is in the Philadelphia district, while New Jersey's allotment to Philadelphians who live outside Philadelphia is also large.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending September 30, 1923—503,368 copies a day.

New York—314 Park-Lexington Bldg. (46th St. & Park Ave.)

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

London—Mortimer Bryans, 125 Pall Mall, S. W. 1.

Paris—Ray A. Washburn, 5 rue Lamartine (9).

(Copyright, 1923—Bulletin Company).

Oklahoma's average richest man

OKLAHOMA farmers have 209,000,000 FREE DOLLARS to spend for your products, Mr. Advertiser.

A survey of conditions supports the statement made that the average richest man in Oklahoma is the farmer. His percent of returns on his farm investment is more than the average for the United States and higher than that earned in the three states of greatest crop production!

The \$1,640 income, which is the 1916-22 average a farmer in Oklahoma, is 34.5% greater than the South Central States' average of \$1,215.

During the 1916-22 period *each* of Oklahoma's 192,000 farm families had an average of \$709 each year, *after all expenses were paid*, to spend for the good things of life. During the *next few months* each of Oklahoma's 192,000 farm families will have \$1,083, *after all expenses are paid*, to spend for the things they need and want. This is 52.7% more than the 1916-22 average!

The OKLAHOMA FARMER-STOCK-MAN, the only state farm paper owned, edited and published in Oklahoma, influences the buying

habits in 52.4%, or 100,715, of these Oklahoma farm homes that have 109,516,000 FREE DOLLARS—more than half the State's total—to spend during the next few months.

Boiled down, the preceding data mean this: each farm family in Oklahoma has 1,083 free dollars ready to spend; the OKLAHOMA FARMER-STOCKMAN will put your sales message into 52.4%, or 100,715, of these farm homes, and it will do it at a cost of fifty-four one-hundredths of one cent (\$.0054) a page a family, e.g., it will cost only fifty-four one-hundredths of one cent to make your full-page sales talk to each farm family and get your share of its \$1,083!

The OKLAHOMA FARMER-STOCKMAN total circulation is more than 145,000 (100,715 in Oklahoma). Issued on the tenth and twenty-fifth of each month.

Most Advertising — Greatest Coverage — Lowest M. Rate

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Pictorial Presentation

is the most powerful advertising and Rotogravure is the best medium for picturing any product

Every Sunday a million eyes in the Milwaukee-Wisconsin market look first at the eight page Roto Picture Section of The Milwaukee Journal. Is your product scheduled to appear before these half million buyers in 1924? If not, why? Check up on the sales possibilities *today!*

—Read by more Milwaukee and Wisconsin people than any other publication in the world

**The Milwaukee
JOURNAL**
FIRST—by Merit

How Mail Delays Are Being Remedied

Postal Employees Now Being Added Will Help—Advertisers May Assist in Expediting Direct Mailings

Special Washington Correspondence

EVER since the organization of the Post Office Department was depleted by our participation in the war, publishers and advertisers have been justified in their frequent complaints regarding the delivery of second- and third-class mail. Newspaper comment on the subject has been frequent, and on November 7, the New York Times published an editorial in which it severely criticized the postal service, mentioned that delays are habitual, and concluded with this paragraph:

"As an instance of what happens under the present system, a suburban subscriber to a magazine that is on the city news-stands Thursday never gets it till Saturday, and usually not until the following Monday. He thinks that too long for a magazine to be in traveling sixteen miles."

The other day, when this editorial was called to the attention of Governor John H. Bartlett, First Assistant Postmaster General, in charge of second-class mails, he remarked that comment of the kind was somewhat belated and explained the several determined efforts the department is making to relieve the condition.

It is generally known that when the present Administration took charge of the Post Office Department the organization was under-manned in spots, though over-manned in spots, weak in morale, and its service much worse than it is now. And for the past twelve years the organization has not been increased proportionately with the large increase in business.

"Until recently," Governor Bartlett said, "every effort to improve the postal service, under our administration, has been hampered or made impossible by lack of adequate funds. When we came in about three years ago, the postal organization was inadequate to

handle the business. Since that time the organization has been increased in number about 10 per cent, while the business of the department has grown more than 25 per cent.

"Since October 1, when the budget and the President authorized additional funds, we have waged a vigorous campaign to improve all branches of the service; results are already in evidence, and the next six months undoubtedly will show a satisfactory improvement. As rapidly as they can be absorbed, we are putting on 4,000 postal clerks and 3,000 carriers, sending them to points where they are most needed.

"It requires time for these men to become familiar with their duties and to be assimilated by the organization. The department now employs approximately 340,000 people. Immediate acceleration throughout such a vast organization is impossible; but we can now promise rapid and continuous improvement of the service.

"During next year we expect an increase in business of 7 per cent, and if it does not go beyond that I think that we can carry the load with the present organization. And there is no doubt of it if we can secure the co-operation of the public and large users of the mails."

Regarding efforts to improve the service, Governor Bartlett mentioned a ruling, made some time ago, requiring postmasters to notify the department every time congestion and delays occurred in their offices. In this way, weaknesses are being discovered and remedies are being applied.

"Every letter of the kind," Governor Bartlett continued, "is followed up and the condition it reports investigated. We find out the reason for delays and send the extra help where it is needed.

We are locating the bad spots which cause delays all along the line and are doing everything possible to improve them."

So far as daily newspapers are concerned, he explained, a plan now in effect gives them preference over all other second-class mail and the best service they have had in the entire history of the Post Office Department. Four inspectors have been relieved of all other duties and instructed to supervise the rapid delivery of newspapers. For several months, these inspectors have been studying the practices of various post offices and the railway mail service; they have discovered the causes of delay, and their reports have been invaluable in perfecting the plan which is making it possible to deliver daily newspapers with the same promptness as first-class mail.

Every sack containing newspapers is so marked, and the papers it contains are handled during the distribution of letters or directly after and before all other second-class mail. All postmasters have been instructed to give daily papers service equal to that of first-class mail.

"At many points," Governor Bartlett said, "the delivery of newspapers equals that of letters, and in another month or two we hope to make the improved service general throughout the country. We can do this, we believe, without greatly increasing the costs of the service; but the expense of giving the same delivery to weekly and monthly magazines and third-class advertising matter would be prohibitive, since all mail of the kind is now carried at a loss.

"The last mentioned have little or none of the news values which make the prompt delivery of newspapers highly desirable. However, we are attempting to improve the service on these classes of mail, and, in the case of advertising matter, large direct advertisers can co-operate to advantage without increasing their expenses and with very little trouble. But we do not think it wise to force the delivery of magazines and adver-

tising matter at the expense of daily papers and first-class mail."

At this point of the discussion, the Governor mentioned several prevalent practices that reduce the speed of sorting the mails, hence prevent prompt delivery. One of these recently has had considerable publicity. It is the habit of many large concerns of omitting their street addresses in their advertisements. It is also the custom in many large business offices to indicate only firm names, cities and States in addressing a large part of their mail.

If any prestige or time is gained by these practices, it is invariably well paid for in delays in the delivery of mail. Of necessity, the sorting of the mail must be accomplished at tremendous speed, and the postal clerk's work is largely automatic. At the receiving office, the clerks first sort by streets and numbers and read nothing else. All mail that does not bear this part of the address is immediately thrown into a separate bin or pouch to await attention after the other mail is sorted. And because of this system, which is the best the department has been able to devise, all mail that is not addressed to streets and numbers is delayed from two to twenty-four hours.

The Post Office Department prepares for the Christmas rush of mail weeks in advance, employing thousands of extra people to take care of it. Preparation is also made promptly to distribute and deliver the mail of candidates during political campaigns, for the circular letter has largely taken the place of stump speaking. And, in practically every instance, investigation shows that congestion could be prevented if large users of the mails would give advance notice to their post offices of the mailing of large editions of circulars and other advertising material.

Recently, one of the letters concerning congestion and delays, previously mentioned, was from the postmaster in a small town in South Dakota. He reported that 100,000 pieces of mail were on

hand and asked for instructions. That was about the volume he and his assistant handled in a year, and he was supposed, by the concern responsible for the mailing, to get it out in a few hours.

Instances of the kind are not uncommon. Frequently a single large and unexpected mailing doubles or trebles the normal business of a post office and a delay must occur until extra clerks can be employed to handle it. When adequate warning is given, with the approximate time of the delivery to the post office of a large mailing, extra people are employed in advance, other necessary arrangements are made, and there is no delay.

"The matter of co-operation," Governor Bartlett said, in conclusion, "can be summed up briefly with the statement that all large users of the mails should consider the department as they do any private institution. No experienced business man would

expect any business organization instantly to increase or double its capacity and make normal delivery. Yet we are frequently called upon and expected to do things equally as impossible.

"Prompt delivery depends mainly on the quickness with which the various necessary sortings are accomplished. It is obvious that the normal sizes of mail matter encourage the most expeditious sorting, and that abnormally large and small pieces are an annoying hindrance; yet millions of pieces of very large and small and odd-shaped mail are placed in the post offices every day.

"Members of the Post Office Department were gratified at the effort to simplify and standardize the sizes of advertising matter started by the Direct Mail Advertising Association during its recent annual convention. We hope that the members of this splendid organization will also correct the use of colors which

The George L. Dyer Company 42 Broadway New York

**Western Offices
76 W. Monroe St.
Chicago**



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

make addresses difficult to read. We greatly appreciate this sort of effort and co-operation, and we hope that all large users of the mails can be encouraged to realize that the department must operate under the limitations of any other very large business organization. If this can be brought about, it will be comparatively easy for the present organization of the department to deliver daily newspapers as promptly as first-class mail to all points of the country, with magazines and third-class mail matter not more than twenty-four hours later."

National Advertising to Aid in Control of Cancer

The American Society for the Control of Cancer, New York, will conduct an educational campaign to inform the public of the early symptoms of cancer and to impress upon it the necessity for early and competent treatment. This information will be distributed by means of lectures, motion-pictures, posters, circulars and other forms of advertising. The campaign will be national in scope.

L. S. Plaut & Company Advise C. A. Brown

Chester A. Brown, for the last eight years with L. S. Plaut & Company, Newark, N. J., department store, as director of sales and publicity, has been advanced to the position of merchandise and sales manager. He will continue to supervise the company's advertising.

Women's Shoe Account for Henry B. Flarsheim

The Vollman-Lawrence Company, Cincinnati, manufacturer of women's shoes, has placed its advertising account with The Henry B. Flarsheim Company, advertising agency of that city. Business-paper and direct-mail advertising will be used for this account.

Joins Lehigh Portland Cement Company

Warren J. Chanaler, formerly business manager of *The Dental Cosmos*, Philadelphia, has joined the Lehigh Portland Cement Company, Allentown, Pa., as advertising manager.

Boston Bank Appoints Street & Finney

The advertising account of The National Shawmut Bank of Boston has been placed with Street & Finney, New York advertising agency.

Making Manufacturing Process Sell the Product

In telling why his product is good, recourse to the laboratory is more and more often the policy of the advertiser. The advertising result is, largely, how we do it, or how our manufacturing processes make our product superior.

The present business-paper advertising of Ucopeco gelatine, made by the United Chemical and Organic Products Company, Chicago, illustrates this point. A double-page spread with three cuts is used to show a new process. A radical departure in gelatine production is described, a process taking but five minutes for liquid gelatine to pass from filters over a drying wheel into barrels transformed into flake gelatine. As this step formerly required from sixteen to forty-eight hours, and gelatine liquors, being exceptionally sensitive, deteriorate rapidly, the point is made that the eliminated time assures a product of unparalleled uniformity in purity.

Changes Name to MacGibbon & Watson

Coincident with Miss Jean Watson joining the MacGibbon Advertising Service, Oakland, Cal., the name of that agency has been changed to MacGibbon & Watson. Miss Watson was for six years assistant advertising manager of the H. C. Capwell Company, Oakland department store, and for the last two years has been advertising manager of the John Bruener Company, furniture store, also of that city.

Allen & Hanbury Advertise a New Product

A campaign is now being run in Canadian publications to introduce a new antiseptic solution which the Allen-Hanbury Company, Ltd., Niagara Falls, N. Y., manufacturer of infants' food and medical specialties, is marketing under the name of Pinestrine. This advertising is being directed by the Toronto office of A. McKim, Ltd., advertising agency.

Plans Campaign for Sunlite Window Shades

The Interstate Shade Cloth Company, Hoboken, N. J., manufacturer of shade cloth, shade rollers, and window shades, for the near future is developing an advertising campaign on Sunlite window shades, one of its established brands. PRINTERS' INK is informed by Robert Wilson, president.

F. E. Moscovics Leaves Nordyke & Marmon

F. E. Moscovics, vice-president of the Nordyke & Marmon Company, Indianapolis, Marmon automobiles, has resigned to attend to personal business. Mr. Moscovics had been with the company for ten years, most recently in merchandising work.



© Vogue

*In Toilet Goods
Advertising ~ ~*

VOGUE in the last nine years has carried 1,135,000 lines of toilet goods advertising. In eight of these nine years Vogue has carried more than any other magazine. This year Vogue is leading the second magazine by over 27,000 lines. ~ ~

VOGUE

One of the CONDÉ NAST *Group*

Answering



¶ If a man wants to sell his real estate or if his wife wants to sell her old furniture; if a great firm wants more operators—in Baltimore it is the usual thing to put it in The Sun.

¶ Our Classified Sections, by their bulk, show that the people of Baltimore know enough about advertising to use the Sunpapers when they have a “campaign.”

Baltimore's "Wants"

☐ The papers that people run to when they have their own problems are the papers that have the "sure-fire" carrier circulation and the papers that are read.

☐ And the very thing that makes the Sunpapers one of the great classified mediums of the country makes them the effective advertising mediums that big national advertisers have found them to be.

The Sun Circulation for October was:
244,678 Daily (Morning and Evening)
178,099 (Sunday)

Everything in Baltimore Revolves Around

THE

MORNING



EVENING

SUN

SUNDAY

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"

An old saying and true

Straw No. 10

Straws show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising.

The Chicago Evening Post carries less *medical* advertising than any other paper in Chicago, and the total receipts from *installment furniture* advertising would not pay for the ink to dot the "i's" in a single issue.

BUT there are a number of lines of *high grade* advertising from which The Post receives more advertising than any other Chicago paper—morning or evening.

And there are several *very high grade* lines from which The Post receives more advertising than all the other Chicago papers combined—morning, evening and Sunday.

Straws No. 1, 2, 3 and 4 were four lines of advertising in all of which The Chicago Evening Post carried more advertising than all the other Chicago papers combined—morning, evening and Sunday.

We are now picking out a bunch of straws which are equally good indicators of the direction of the wind, but which show a comparison among the evening papers only.

For straw No. 10 we will take railroad advertising. If you reach the class of people who can afford to and do travel, then you are reaching the major buying powers of the community. That railroads consider The Chicago Evening Post the best buy in the Chicago evening field is shown by the following figures for the year 1922:

POST.....162,870 lines

News 155,340 "

Journal 139,276 "

American 101,823 "

These figures supplied by the Advertising Record Company,
an Independent Audit Company.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

*It Pays to Advertise in a
Newspaper Read by the
Class of People Financially
Able to Become Good
Customers*

The Chicago Evening Post

**"Chicago's Best and
Cleanest Paper"**

An Unusual Layout Simplifies a Complicated Advertising Story

How the Van Heusen Checkerboard Style Came into Being

By Max Phillips

Advertising Director, Phillips-Jones Corporation

UP to the early fall of 1922 the Van Heusen collar had a very simple advertising problem. From then until now its problem has been complex. Only two points needed to be made about the Van Heusen—that it looked as well as a stiff collar and had the comfort of a soft collar. Despite competition from both soft and stiff collars we found that by establishing that point clearly and concisely we made a market for the new collar.

But in the fall of 1922 the "semi-soft" collar came into the field. This collar made the same claims in its advertising. The Van Heusen had to be established now, not merely as a collar combining the virtues of the soft and the stiff, but as being unique in the field of these collars.

In other words, until a year ago, we fought the battle of a new kind of collar. After that, in order to distinguish the Van Heusen from its competitors, we had to enter a technical battle. We had to tell the public how our collar was made and why it was made that way. Large quantities of copy became necessary, but it is difficult to make people read large quantities of copy about collars.

Casting about for a method to make large quantities of words dealing more or less with technicalities understood by laymen, we realized that primarily it was a layout problem. We hit upon a simple, striking notion, the checkerboard. This made it possible for us to say a great deal but to say it in short periods and to display it attractively.

Next came the problem of developing a system of ideas which would adapt themselves naturally to the checkerboard design. We

worked this out by simple analysis and synthesis.

Upon analysis we found the one outstanding word—the one outstanding idea—which had in it all the other features of the Van Heusen—the word, the idea of the Curve. In order to bring home the idea of the Curve imaginatively and concretely, the copy was divided into two units. In one unit we told briefly the technical value of the woven curve in the Van Heusen collar. In the checkerboard unit we reproduced things a man might see every day, such as a curving road, the Brooklyn Bridge, a shooting star. Also things that would touch his imagination, such as the statue of the Winged Victory, a ship with a billowing sail, or the famous anecdote of Giotto, who in the fourteenth century drew a perfect circle and was invited to Rome to paint great pictures.

GOT ATTENTION AND SALES

Thus the first new campaign won widespread attention—the kind of attention which means sales, its most vigorous emphasis being in the demand from haberdashers, who wanted reproductions for display in their windows. The quantity demanded and used was more than three times the quantity demanded for our previous page advertisements. Dealers everywhere wrote in—some voluntarily and some in response to our request—to tell us that these displays brought direct results. They said that people stopped, read and came into their stores to buy.

In the first advertisement we solved one of the more difficult of our problems. Another one of these problems was that of bringing out at least seven of the technical excellences of the collar and

Cosmopolitan does more than build a background for a product. It produces sales—quick response—tangible results.

THIS applies not only to car buyers but to dealers as well. Letters that have come to Cosmopolitan from thousands of high grade retailers furnish the best evidence of the high position that it occupies in their estimation.

Cosmopolitan

Thirty-five Cents

checkerboard squares show a man dressing in the morning; in a hotel lobby; in a strange city; on a very hot day; before an important interview; in the presence of his rival who is wearing a smarter collar, etc.

This campaign achieved its purpose of telling a long story arrestingly and interestingly. At first it was looked upon as a bit too daring—as something too radical. But before the campaign was half under way we had the general approval of the "inside" as well as the "outside."

A Questioned Heading

COLLEGIATE SPECIAL ADVERTISING

AGENCY, INC.

NEW YORK, November 8, 1923.

Editor of PRINTERS' INK:

We wish to call your attention to the very unfair and unwarranted heading, "How One Form of 'Charity' Advertising Can Be Stopped," which you used for the item on high school papers which appeared on page 190 of your November 1 issue.

In practically every city in the United States today, local dealers of reputation, as well as national advertisers, are using high school papers; not because they are begged to do so, but because they cannot afford to miss the new trade which proper high school merchandising and advertising brings them.

We do not question your right to print anything you see fit, but we do not believe you should have dignified Mr. Dutcher's mistaken and unwarranted attack on the high school papers by editorially using the word "charity" in your heading.

Mr. Dutcher, speaking generally, attacked the entire high school field. We could specifically give you cases of many advertisers of local and national prominence who use the high school papers with just as legitimate a purpose as they do the newspapers.

There is nothing that Mr. Dutcher has said about the high school papers that was not said over and over again, many years ago, about the college papers, now recognized mediums. I recall writing to your publication protesting against the word "charity" in connection with college papers in an article which you ran in your publication. Since that time PRINTERS' INK has printed many articles by sales managers representing national concerns, showing how they use the college papers profitably.

Owing to the prominence of PRINTERS' INK I believe that your heading is apt to cause our field considerable damage. In justice to our papers and our field, I think that you should print our letter of protest.

COLLEGIATE SPECIAL ADVERTISING
AGENCY, INC.,

M. S. RUTSKY,
President.

Pacific Coast Newspapers Discuss Community Advertising

Community advertising was a subject which evoked general discussion on the part of the fifty-two delegates to a first annual convention of Pacific Coast and Intermountain newspaper advertising executives and business managers held at San Francisco recently under the auspices of the Bureau of Advertising of the American Newspaper Publishers Association.

One specific example was reviewed by William J. Hofmann, advertising manager of the Portland, Oregonian. Mr. Hofmann said that the Portland Chamber of Commerce in a short time had raised \$300,000 for the purpose of community advertising, and that this was to be spent over a period of two years. Of this amount, he stated, campaign expenses would take \$50,000 and the remainder, or \$125,000 per year, would be expended toward three objectives: Oregon developments, co-operating of markets, and advertising.

Much of this fund will be spent in California newspapers, added Mr. Hofmann. He said that 50,000 automobiles, containing an average of four people each, cross the California-Oregon line every month. He estimated that the average autoist stays ten days in Oregon, travels 1,000 miles, and spends ten dollars during his visit.

Among opinions offered on certain general problems relative to community campaigns were those by F. H. McMahon, national advertising manager, Los Angeles Examiner, and Oscar T. Conklin, advertising manager, Long Beach, Cal., Telegram.

The cost per inquiry is essentially wrong in measuring returns from advertising, said Mr. McMahon, who advocated a unit of measurement based upon the cost per return, secured by checking registrations in community advertising against the inquiries.

Taxpayers, rather than members of a local chamber of commerce or city council, should pay for community advertising, declared Mr. Conklin.

Walter C. Hellman Joins A. B. Kirschbaum Company

Walter C. Hellman has been made advertising manager of the A. B. Kirschbaum Company, Philadelphia, men's and young men's ready-to-wear clothing. Mr. Hellman for the last four and one-half years has been associate advertising manager of B. Kuppenheimer & Company, Chicago, and was formerly advertising manager of Levy Brothers, Louisville.

Fall Campaign for Iver Johnson

A fall magazine advertising campaign on Iver Johnson bicycles and velocipedes is being conducted by the Iver Johnson's Arms & Cycle Works, Fitchburg, Mass. Broad-sides to dealers are featuring the advertising copy used in this campaign.



ACTION!

LOOK forward to spring! Your spring announcements of fashion element merchandise in Harper's Bazar will be put directly into action. Harper's Bazar itself will carry your sales message to the more than well-to-do women in every community and—still more direct action!—the Buyers' Service Department of Harper's Bazar will place your spring announcements before:

- 6668 buyers
- in 867 leading department stores and specialty shops
- in 289 cities

SALES ACTION! Harper's Bazar will help you get it from both the best type of consumer and the best type of store.

Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS

Cleveland Women Re the PLAIN DEALER

Every national advertiser should be interested in that statement . . . and the proof. For, *certainly* the woman's influence in all the home-buying is far-reaching.

Woman-Reader-Coverage

Housewives in every section of Cleveland were recently interviewed by a large national agency who were analyzing their reading and food-buying habits for a client. Amazing facts were learned. The chart opposite graphically depicts the results.

Woman-Reader-Interest

The Plain Dealer Home Economics Editor receives an average of 500 letters a week on home problems, prize menu and recipe contents. That's not one week—but *every* week.

J. B. WOODWARD
110 E. 42nd St.,
New York

WOODWARD & KELLY
Security Bldg., Chicago
Fine Arts Bldg., Detroit

The Plain Dealer

The Plain Dealer

erRead
AER



The Plain Dealer
has the
LARGEST
CIRCULATION
of ANY Cleveland
Newspaper
BOTH Daily & Sunday

3.2%

91.9%

Of the Plain Dealers delivered into the homes, 91.9% remain there.

Of the 8.1% Plain Dealers which are taken out of the home, 3.2% are brought back home again.

Over 95% home-read!



la Dealer
r E Will Sell It

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.

742 Market Street
San Francisco, Cal.

If An Advertisement

In the
American Weekly Magazine
Pulls Only

One Percent

The Advertiser Gets
Forty-five Thousand Replies!

Think *That* Over!



A. J. KOBLER, Mgr.

1834 Broadway, New York

"If you want to see the color of their money—use 'color.'" A.J.K.

When an Advertising Agent Wants to Borrow Money at the Bank

His Accounts Receivable Are Apt to Be of a Higher Grade Than Are Those of Many Other Depositors

Nov. 14, 1923.

Editor of PRINTERS' INK:

We have had considerable difficulty getting financial aid from our local banks. They tell us that advertising agencies in ——— have never been seekers of credit—which is quite true by reason of the fact that ——— has never before had anything more than a service agency.

We are placing considerable business with newspapers, farm papers and trade papers, and we need a small line of credit. What can you suggest we do to make our bankers see the light?

It is quite true that our assets are represented by bills receivable, but they are all gilt edge. We are attaching a copy of a letter in which a local bank suggests that we assign some of our accounts for the purpose of securing loans as needed.

Our reputation is unimpeachable. We advertise regularly in local newspapers and have in this manner built up public confidence. We feel that the whole trouble lies in the fact that the banks in this neighborhood simply do not understand the functions of an advertising agency nor the essential and constructive nature of the service it renders.

Other agencies must have faced this same problem. Some of them undoubtedly solved it. Can you and will you make some suggestions? We'll surely appreciate them.

Very truly,

The man in the advertising agency business in a section where agencies are unknown is somewhat in the position of Christopher Columbus. And when he goes to his local banker for a loan he often finds himself in the position of that famous explorer when he asked the Court of Spain to finance his trip to unknown lands. The small-town and small-city banker does not usually understand either the functions of an advertising agency, or the power of the force of advertising. "A bale of cotton, a factory, an elevator full of wheat, a crop of tobacco or corn are tangible things," says the small-town banker. "I can see them and touch them. But this thing you call advertising is different. All your assets are of an intangible nature." Here, in fact is the letter from his bank, which our

agency friend sent along with his request for information:

We have read your letter of November 8 and carefully considered the matter of giving you an open line of credit. We have also considered the open loan which the writer discussed with you yesterday.

In looking over your balance sheet of September 30 it seems that you are getting along fairly well and are making some headway in your business. The nature of your assets are of an intangible nature and our committee believes that other than nominal amounts should be secured.

In looking over your accounts receivable we observe you have a substantial clientele, and if some way could be arranged whereby you could assign some of your gilt edge accounts to the bank for the purpose of securing a loan we would be glad to handle short-time loans for you from time to time to enable you to discount your bills.

If you think you can conveniently work out an arrangement of this kind we shall be very glad to go into the matter with you, but, as stated above, it is the opinion of our committee that a loan up to the amount mentioned in your letter should be secured.

Cashier.

In an effort to help in this situation we called upon several prominent big-city bankers and discovered once more that a greater knowledge of the advertising agency and of advertising in general, develops a far different attitude from the one indicated in the letter quoted above.

The vice-president of a large New York bank who numbers among his depositors several of the largest advertising agencies in the country would have been able to convince the small-city banker in a very few moments. He talked freely on the subject. "It is a shame," he said, "that more bankers don't familiarize themselves with the business building functions of an advertising agency. There is no more powerful influence for prosperity in a city or town than an advertising agency run by good business men who can demonstrate the value of

better merchandising methods to local manufacturers. I have often thought that if I ever gave up the banking business I would like to be a principal in a good advertising agency. The owner of a big plant seems to have very tangible assets. But he may have a large sum of money tied up in machinery and real estate, and his market may be slipping away from him. It is far easier to build a factory than a list of satisfied customers who know a product by name.

"The good advertising agency is building sales for a list of business men who have vision for the future. Its assets are in liquid form. It buys for cash and sells its services for cash. Its capital is active. It has no money tied up in a large plant and machinery. I don't want to be quoted by name on this, but our very best depositors are advertising agencies.

"The well-run agency buys and sells for cash. Its customers are progressive manufacturers. But there is often a legitimate need for credit between the time the agent pays his bills for space to the periodical and the time he receives his check for services. One of his customers may want ten days additional time, an unforeseen but legitimate circumstance may arise to delay his payment. The agent is certainly entitled to credit in such circumstances. Here is a thing for the banker to remember in dealing with an advertising agency. The agency's bills receivable will show up better than those of almost any other business.

"I could almost say that an agency's bills receivable are the quickest in the whole world of industry, for they represent the obligations of leaders in business, men who are building for the present and future on a sound foundation, men who recognize advertising as the life-blood of their business, who realize that obligations for advertising should be kept on the priority list since advertising is building continual sales for them without which any plant has 'intangible assets.' Some bankers are too prone to think of brick and mortar and machinery as

tangible, and to consider the force that creates demand, without which the machinery should be idle, as intangible. This is a short-sighted attitude based on insufficient knowledge of modern business. The well-run advertising agency offers as sound a commercial credit as any which can be created."

It would have done the agent's heart good to hear this banker talk, and it would have given the small-city banker a decidedly new viewpoint. Then, like all good bankers, this one sounded a note of caution.

DANGER OF OVER-EXTENDED CREDIT

"If you quote me at all," he said, "I wish you would add this thought. Everything I say about advertising agencies refers to those that are run on a sound business basis, by men who understand the fundamentals of good business. In my long experience in a financial way with many agencies I have found one particular thing which should be avoided. The trouble with some agents is that in a highly competitive effort to get a big new account they are sometimes led to over-extend credit to one of their customers. The agent should not attempt to act as a banker. If an agent has plenty of money of his own to spare, and wants to take a flier on a new product, all well and good. But the minute he departs from his business of buying and selling as nearly for cash as possible, and over-extends to a customer with his firm's money, he is on extremely dangerous ground. It is not a bank's business to provide working capital nor an agent's to act as banker. When the agent runs his business like a good business man and has a proper ratio between accounts receivable and liabilities he is certainly as entitled to credit as any other business man."

Another prominent banker stated that the small-city banker should encourage the starting and continuance in business of men familiar with advertising. It was his idea that a realization on the part of bankers that their prob-



The Advertising Back of Consumer Advertising

(As interpreted by McGraw-Hill at the Advertising Exposition)

During the week of November 12th thousands poured through the doors of the 71st Regiment Armory, New York City, to learn the part that advertising is playing to better economic conditions and reduce the cost of living.

To those who did not attend, a section of the McGraw-Hill exhibit is brought to you.

McGraw-Hill had a single message to deliver—one dominant truth to convey.

And that is this:

Industrial Advertising moves goods from Industry to Industry. It is the primary advertising back of consumer advertising; not so spectacular perhaps in the public eye, but nevertheless affecting the cost of living of every individual

or domestic consumer in the land. Its influence in lowering prices is, in fact, probably greater than that of consumer advertising, for while the latter affects merely the final two or three sales (from manufacturer to wholesaler to dealer to individual consumer) Industrial Advertising affects the many movements of goods, antecedent to those final sales, as they move from industry to industry.

It is like the telephone. It has not a broadcast audience. Its audience is selected. Industrial Advertising picks out the individual industrial prospects and tells them in their own language the story of economical production and of economical distribution of goods from one industry to another.

McGraw-Hill Engineering and Industrial Publications are the mediums through which Industry buys from Industry. They are Industry's market places.

ELECTRICAL

Electrical World
Electrical Merchandising
Electrical Retailing
Journal of Electricity

CONSTRUCTION and CIVIL ENGINEERING

Engineering News-Record

MINING

Engineering & Mining
Journal-Press
Coal Age

TRANSPORTATION

Electric Railway Journal
Bus Transportation

INDUSTRIAL

Power Industrial Engineer
American Machinist
American Machinist
(European Edition)
Chemical & Metallurgical
Engineering

EXPORT

Ingeniería Internacional

McGraw-Hill Company, Inc.
Tenth Avenue at 36th Street, New York

lems and the manufacturers' were very much the same, would make bankers more interested in selling. As he said: "In our credit department we have no man who is a merchandising expert. The training and nature of credit men are along other lines. Yet when a manufacturer wants a loan it is important for us to know if his goods are right, if they are being well sold, if he has made a preliminary market investigation, if his potential market is good, if he is going to concentrate his selling on profitable items, if he is considering the plan of broadening his possible market. These are sales and advertising questions. Personally I believe in getting advice from expert sources and I have used the services of a good agent.

"I find there are many opportunities for close co-operation. There should be a sound advertising adviser in every small city and town where there are manufacturers. His advice could put loans to manufacturers who advertise, on a more scientific basis. If the small-city banker refuses loans to his local manufacturers who want to invest the money in building more sales, he is hurting the prestige and business of his town. The surest way to injure a community is to refuse credit to its progressive manufacturers. A close working relationship between the banker and the agent would be a good thing for both. If the local banker gets to know more about the local advertising agent's business and what it does, he will be in a position to discuss credit arrangements intelligently with him."

A banker, who is also a director in several manufacturing companies in a large city near New York, had an interesting angle on the banker's attitude toward the advertising agent and toward advertising. He said: "It's too bad bankers don't know more about the sales end of business. We often give attention to one or two departments of a business at the expense of the important selling end. During the last depression a local company, an advertiser, by the way, got into financial diffi-

culties through tying up too much money in a new plant. A committee, of which I was one, took over the company. All but one of the committee of seven were bankers. The other was a manufacturer.

"Our first move was to put in a new general manager. The semi-annual dividend was due three weeks after we took control. We had a meeting and the question of postponing the dividend on the common stock came up. It was decided to postpone it, but the manufacturer on the board and myself convinced the rest that the money, which would have been sent to stockholders, be spent on advertising and new salesmen. It did a lot of good, too. I tell you this to show you that a banker when he gets called in at a difficult time does sometimes realize that the final buyer is the fellow who pays dividends, wages and profits. We knew that any ready money we could lay our hands on should be invested to create more buyers, to show retailers the company was going ahead selling. A curious part is that a few months before, we had turned the president down on a loan which induced him to cut out most of his advertising. But we didn't turn him down because he wanted to keep advertising, but because the other departments of his business weren't in good shape. That point is important. We were right, both when we refused him credit for more advertising money and when we diverted dividends to advertising when the bad spots in the business had been fixed up.

WHAT THE BANKER SHOULD INVESTIGATE

"Advertising agents should keep these facts in mind. The progressive banker isn't opposed to advertising but he realizes that advertising alone can't pull a bad business situation up by its bootstraps. The banker should investigate the advertising agent who wants credit just as he would any other applicant. Does he know his business? Is he sound? Is his reputation good? Is he cautious or too enthusiastic? Has he a good collection department? Who



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The 49th State

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4¼ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvements

The Possibilities of De Soto, Mo.

Forty-three miles southwest of St. Louis, via the Missouri Pacific, lies De Soto, Missouri, a busy industrial town of 5,003 inhabitants.

Railroad shops, a shoe factory and an overall factory afford employment to these people.

Bank deposits of \$850,000 indicate something of the buying power of De Soto citizens. Besides the stores of St. Louis they have these local shopping facilities:

23 Grocery Stores	3 Drug Stores
10 Auto Dealers and Garages	
3 Building Material Dealers	3 Jewelers
2 Hardware Stores	5 Shoe Stores
9 Dry Goods Stores	3 Stationers
6 Men's Furnishing Stores	3 Furniture Stores
6 Confectioners	

De Soto does an annual business of \$6,000,000. Her representative people read the Globe-Democrat - - - and Globe-Democrat advertising naturally influences their buying habits.

Circulation in De Soto:
Daily—321; Sunday—635

Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, New York
Guy S. Osborn, Chicago
J. R. Sclero, Detroit
C. Geo. Krogness, San Francisco
Dorland Agency, Ltd., London
Asso. American Newspapers, Paris

We could not be satisfied
unless we gave St. Louis
her BEST Newspaper.



George Creel

JOHN H. ROSSETER
ORIENT BUILDING
SAN FRANCISCO

November 1st, 1923

George Creel, Esq.,
105 East 39th St.,
New York, N. Y.

Dear George:

The Whaling story you wrote for The Elks Magazine IS A CORKER—enjoyed it immensely. It has been mentioned repeatedly at the Club—from which I judge that The Elks Magazine has a wide circulation. **MORE POWER TO YOU.**

Sincerely,



HOME:
106 EAST 99TH STREET

GEORGE CREEL

NEW YORK CITY

HOME: MURRAY HILL 7318

November Tenth,
Nineteen Twenty-three

To The Elks Magazine,
50 East 42nd Street,
New York City.

Gentlemen:

The enclosed letter is only one of scores that I received. I send it with congratulations, for this interestedness on the part of readers proves more conclusively than anything else that a magazine has established the intimate relation that is the goal of every periodical.

Sincerely,

George Creel

The Elks

Magazine

850,000 Identified Circulation

East 42nd Street

New York City

are his customers? How well has he served them and how well is he equipped? These are some of the things I should want to know. But other things being equal, the advertising agent is entitled to careful credit consideration and should get credit if he deserves it. He helps build one thing for his clients, if he is a good agent, which is the basis of credit, and that is confidence."

The remarks quoted from representative bankers, we believe to be a fair indication of the progressive banker's attitude toward the agent seeking credit and toward advertising.

As a concrete suggestion to our inquirer, he might show their remarks to his local bank. Further, he might ask his banker to write to three big and progressive banks in Chicago, St. Louis and San Francisco, for example, to check up, if he wishes, on the remarks of the New York bankers quoted above.—[Ed. PRINTERS' INK.]

Palmolive Gives Advertising Credit

"THE success of our business is due primarily to our policy of manufacturing only products of unusual excellence, backed by a strong, loyal organization, by aggressive sales methods and world-wide advertising; and to our sound financial policy," says Charles S. Pearce, vice-president of the Palmolive Company, on the occasion of a stock issue in the new Delaware corporation which was recently formed to take over The Palmolive Company (of Wisconsin).

Subsidiaries include The Palmolive Company of Canada, Ltd.; The Palmolive Company of England, Ltd.; The Palmolive Company (Australasia) Ltd., and the Societe Anonyme Palmolive, France.

Good-will, trade name, trademarks, patents, etc., are carried among the company's assets at a valuation of one dollar, although, as Mr. Pearce states, "during the past ten years approximately

\$13,000,000 has been spent in advertising, which has established a tremendous good-will value throughout the world for Palmolive products."

In 1864, the history of Palmolive, like many large organizations, began very modestly. Today, Mr. Pearce states, there are twenty-six sales offices in the United States, three in Canada, and one each in London, Paris, Havana, Shanghai, Sydney (Australia) and Wellington (New Zealand).

A manufacturing plant is also located at Sydney, and others at Toronto, Portland, Ore., Chicago, and the largest at Milwaukee. Stocks of goods are maintained not only at factories but at thirty warehouses in the United States and at all foreign offices.

In addition to its best-known brand of toilet soap, the company's products include other brands of soap, Palmolive shaving cream, Palmolive shampoo, and many toilet specialties.

"It is notable," says Mr. Pearce, "that our sales increased steadily in 1920 and 1921, years in which most industries suffered seriously." In 1907 sales amounted to \$801,000; in 1915, \$2,789,000; in 1922, \$22,377,000, and for the first nine months of 1923, \$19,580,000.

Baltimore Better Business Bureau Elects

Harry A. Allers has been elected president of the Better Business Bureau of the Baltimore Advertising Club. Vice-presidents chosen were Herman J. Cahn and Walter S. Hamburger; secretary-treasurer, Norman M. Parrott, and counsels, Leonard Weinberg, and C. R. Wattenscheidt.

Has Sunset Electric Account

The Sunset Electric Company, Portland and Seattle, has placed its advertising account with the Birchard Company, Seattle advertising agency. Farm papers and newspapers of the Northwest will be used in a campaign starting this month.

With "Hearst's International"

T. K. McIlroy, formerly with the New York American, has joined Hearst's International. He was at one time advertising director of The Lealie-Judge Company, New York.

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Why has a
MAGAZINE
become the foremost
institution for women
directed
by a woman?

WHY hasn't he married?

HE LIKES pretty women—no doubt about that. He has had a better opportunity to meet them, all over the world, than any other marriageable man in the world. Why hasn't the Prince of Wales married? There have been *articles* on this question; the WOMAN'S HOME COMPANION wanted an answer to the question. You will find the answer in the December number on page 5.

In 30 minutes this can be yours

JUST the graceful, charming sort of jacket that every woman loves. "But too expensive", you exclaim. "I haven't the money to buy it, nor the time to make it." All right . . . one piece of material . . . 36 inches wide . . . the simplest kind of cutting and needlework . . . and it's yours. Time, exactly 30 minutes . . . See page 84.

The two paragraphs on the opposite page help to explain why the WOMAN'S HOME COMPANION has gained more new readers in the past five years than any other publication in its field.

THE Prince of Wales is entertaining . . . but to send a special correspondent to the English court to find out the one thing that most interests women . . . why he hasn't married . . . that's *unusual* entertainment . . . that's the COMPANION touch.

A pretty jacket is a nice enough thing . . . the store windows and fashion pages are full of pretty jackets . . . they merely stir a want without satisfying it . . . but a pretty jacket which any woman, anywhere, can have . . . *in thirty minutes* . . . *in thirty minutes*, mind you . . . again the COMPANION touch.

There is a big serial by Edna Ferber in this December number; *and* a whole page of presents that can be made out of nothing more expensive than cleverly fashioned paper.

There is a Christmas story by Juliet Wilbor Tompkins that will put a catch in your throat. *And* a booklet (offered on page 52) wherein 50 women tell 50 different ways by which they have picked up extra money.

The highly romantic and the severely practical . . . the love of the big idea *and* the careful counting of the extra penny . . . these are the magnificent contrasts that *are* the modern woman.

The editor of the WOMAN'S HOME COMPANION is a woman. The institution she has built is a product of feeling, fully as much as of thinking—an instinctive mingling of the ideal and the real, which so closely mirrors a woman's life that it has become a part of two million lives.



WOMAN'S HOME COMPANION

*the foremost institution for women—directed
by a woman*

1,950,000 Circulation

Frank Braucher, Advertising Director

THE CROWELL PUBLISHING COMPANY
381 FOURTH AVENUE
NEW YORK CITY



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Country-Wide Advertising to Make Retailers' Position Clear to Public Proposed

Plan to Combine All Retailer Associations in Country into an Advertising Unit That Will Tell the Story of the Retailer to the Public

By John S. Jones

President, National Retailers Association

THOSE two entertaining cynics, George Jean Nathan and H. L. Mencken, have in their "The American Credo" accumulated and published almost all of the non-sensical notions which the American public as a nation firmly believe to be truths. Almost all of them, but not quite all of them.

One idea which they most certainly should include is this: "The average American believes that the retailer of his locality is charging too much for the service that he renders and that unless you watch him very closely he will take a great many advantages of your innocence. He believes this because he is convinced that the present methods of distribution are extremely wasteful."

This feeling can be traced to direct sources. At the close of the World War the retail merchant became a target for a lot of mighty unfavorable publicity. The daily newspapers, quick to seize a hobby, ran rampant on such tendencies as the overall campaign and the wearing of calico. Prominent business men and popular politicians were boldly quoted as taking pride in wearing patched pants and frayed edges. Understand these hobbies were not exploited as means to achieve National Economy, an admirable purpose, but were planned rather as a blow at the profiteer—a word which describes only a negligible number of a mighty army of honest, hard-working men. The result of these many campaigns naturally was the creation of a mental condition in the public mind that found crystallization in the thought that practically all merchants were profiteers and the

retailer began to find that the very process of retailing was being questioned.

Capitalizing on this mistaken idea, which after-the-war publicity has engendered, the house-to-house method of canvassing began to make its appearance.

WHEN CRITICISM IS UNWARRANTED

Neither manufacturer, jobber or retailer has the right to question any method of distribution other than his own unless those in competition with him are using unfair or questionable means to attain their ends. However, the jobber, the manufacturer and the retailer most certainly are anxious to defend the methods by which they are operating, since they themselves believe the present method of retail distribution to be the most economical, the most convenient and the only possible method by which the gigantic consuming public of today can be satisfactorily served.

It is the purpose of the National Retailers Association to act as the chairman of a national committee, composed of representatives from all local retail merchant associations throughout the country. The committee is to begin immediately the planning of complete local and national advertising campaigns to tell the true story of the retailer to the country. While complete details of this campaign are not to be released at the present time, the copy will explain the frictionless operation of the modern merchandising system. It will trace the development of modern merchandising from the day of barter and trade

to the present retail system in operation in the typical large city. It will feature the fact that the retailer is logically the safest and the best man from whom to purchase and will correct the misinformed idea now in the public mind that merchandise can be distributed cheaper through means and by schemes other than the regular channels of distribution.

New Milwaukee Advertising Club Formed

The Advertising Council of the Milwaukee, Wis., Association of Commerce has been reorganized under the name of the Milwaukee Advertising Club. The new club has taken over the charter of the old Milwaukee Advertising Club, which was formed in 1910 and later changed to a division of the Association of Commerce.

C. C. Younggreen, vice-president of Klau-Van Pietersom-Dunlap, Inc., is president of the new club. The other officers are: Fred T. Chlupp, vice-president; Irving C. Buntman, secretary; and F. L. Arnold, treasurer.

Dorland Agency Elects Officers

Senator Walter E. Edge was re-elected chairman of the Dorland Agency, Inc., New York, at a meeting of its executive committee. Howard S. Hadden, formerly vice-president, was elected president; Richard A. Porter, vice-president and secretary, and G. D. Milsom, treasurer. New directors elected were Archibald Douglas and Humphrey M. Bourne.

Californians, Inc., Commence New Campaign

Californians, Incorporated, San Francisco, will spend \$250,000 in advertising California from the present November to April, 1924. The program calls for space in ten national magazines, twenty-five metropolitan newspapers, thirty agricultural publications and fifteen industrial and trade publications.

Kenneth B. Groser Joins "Success"

Kenneth B. Groser has been appointed Eastern advertising manager of *Success Magazine*, New York. Mr. Groser was formerly with *Asia* and the *Woman's Home Companion* and was for eight years New England representative of *Vogue*, all of New York.

Waggaman Lithographic Company Changes Name

The Waggaman Lithographic Manufacturing Company, Washington, D. C., has changed its name to The Potomac Lithograph Manufacturing Company, Inc.

Additions to Staff of The Brotherton Company

The Brotherton Company, Detroit advertising agency, has made the following additions to its staff: A. H. Jenkins, Fred Barrett, G. G. Slag, Robert N. Taylor and H. M. Hamilton.

Mr. Jenkins, who has joined the copy staff, was formerly with The Nichols-Moore Company, now The Nichols-Evans Company, Cleveland advertising agency, and at one time was with the Windsor, Ont., office of The Curtis Company, Detroit advertising agency.

Mr. Slag was formerly with the Power, Alexander & Jenkins Company, Detroit advertising agency, and the Burroughs Adding Machine Company.

Mr. Taylor was formerly with the Detroit Times.

Mr. Hamilton, who has joined the sales promotion department, was formerly with The Powers-House Company, Cleveland advertising agency. More recently he has been with Montgomery Ward & Company, Chicago.

New Six-Point League Directory

The 1924 edition of the Six-Point League Directory, of The Six-Point League, newspaper representatives association, New York, will be issued about December 1. The directory, which lists new advertisers, personnel of advertising agencies, etc., in the Eastern territory, has been revised by a committee of which Ralph R. Mulligan is chairman. The other members are F. St. John Richards and Herman G. Halsted.

Seek to Increase Canadian Fish Consumption

A newspaper campaign in the ten largest cities of Canada has just been commenced by the Canadian Co-operative Fish Publicity Fund which has been organized under the joint auspices of the Canadian Fisheries Association and the Marine & Fish Department of the Dominion Government. This advertising is being handled by A. McKim, Ltd., Montreal advertising agency.

Eastern Office for Commercial Bulletin Company

The Commercial Bulletin Company, Minneapolis and St. Paul, publisher of the *Northwest Commercial Bulletin*, *The Garage Dealer* and *The Hardware Trade and Automobile News*, has opened an Eastern office at New York. This office will be under the management of Fred A. Collins.

With Advertising Industries, Inc.

William T. Jebb, formerly with the General Motors Acceptance Corporation, has joined the staff of Advertising Industries, Inc., Buffalo advertising agency.



An average of 1,000 people a day for several weeks visited three homes—one brick, one stucco and one frame—which The Journal built this year as practical examples for home builders. Reader interest is assured to Journal advertisers.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

Bank Uses Advertising to Keep Railroad for Philadelphia

The Corn Exchange National Bank, Philadelphia, recently used Philadelphia newspaper advertising to oppose publicly the merger of the Philadelphia & Reading Railway with the New York-Central Railroad or the Baltimore & Ohio Railroad. Under the caption, "It is Philadelphia's principal business today to help save the Reading Railroad for the benefit of Eastern Pennsylvania and New Jersey," was a strong statement of the situation as to who would benefit by the merger, why Philadelphia would be harmed, both the city's port and business interests as well as those of its shippers.

This open letter was signed in facsimile by Charles G. Caldwell, president of the bank. The letter urged immediate and concerted action by the Mayor, Congressmen, trade organizations and shippers, and their presence at a hearing which would be held. The closing paragraph of the letter read: "This bank has no Reading Railroad account, owns no Reading securities, and is publishing this advertisement as its contribution to the work of protecting our business—the business of Philadelphia." Then followed a survey of the management, equipment, and general service of the lines interested in the controversy.

Use Adjectives to Advertise Ice Cream

"In advertising ice cream, direct the appeal to a specific piece of goods rather than in a general way," Alan R. Fernald, Detroit, advised a convention of the Association of Ice Cream Manufacturers of Pennsylvania and New Jersey, at Altoona, Pa., recently.

"An appeal loses strength when it becomes too general. Don't merely mention flavors; to get the best results, describe flavors."

"The National Provisioner" Appointment

E. Philippi, formerly with Boyles Candy Publications, Chicago, has been appointed Eastern advertising representative of *The National Provisioner*, Chicago. He will make his headquarters at New York.

Westfield Company Profits Increase

The Westfield Manufacturing Company, Westfield, Mass., Columbia bicycles, reports net profits of \$241,575 for the fiscal year ended August 31, 1923. This compares with \$154,954 for 1922, and \$178,575 for 1921.

Joins Doremus & Company

Vincent J. Galbo has joined the production department of Doremus & Company, Inc., New York advertising agency. Mr. Galbo was recently with the production department of the Wm. H. Rankin Company, Inc., also of that city.

"Your Baker" Joins Ranks of Trade Characters

"Your Baker," holding a loaf of raisin bread, is a new trade character with whom the public is becoming familiarized through the recent advertising of the Sun-Maid Raisin Growers Association, Fresno, Cal.

With the approval and recommendation of the American Bakers' Association, wholesale, and the Retail Bakers' Association of America, the Sun-Maid organization is at present devoting the greater part of its advertising to making Wednesday, "Raisin Day." "Your Baker" as featured in this advertising was introduced to the American public on October 16. The campaign is designed to create a second Saturday of big sales for bakers on Wednesday of each week. Special twenty-five and thirty pound packs of seedless and seeded raisins are put up for the bakery trade.

To Publish Trade Paper for Retail Jeweler

A new business paper for the jewelry trade will be published by the Jewelry Merchandising Publishing Company which recently has been formed at New York. The new publication, which will be called *Jewelry Merchandising*, will be published monthly beginning with the January, 1924, issue. It will have a page size of 3 3/4 inches by 7 inches.

The officers of the publishing company are: G. Douglas Wardrop, president and editor; Frank C. Thomas, vice-president and advertising manager, and David Magowan, secretary-treasurer. This group of officers also publish *Radio Merchandising*, New York.

W. L. Dudley to Represent "Popular Radio"

W. L. Dudley has been appointed Eastern advertising manager of *Popular Radio*, New York, by E. R. Crowe & Company, Inc., publishers' service, also of that city. Mr. Dudley has been with the latter company for the last year and was formerly with the *Radio Dealer* and also the *American Radio Journal*.

Fish Reel Account for Chambers Agency

The A. F. Meisselbach Manufacturing Company, Inc., New York and Elyria, O., maker of fishing reels, has placed its advertising account with the New York office of The Chambers Agency, Inc. Outdoor publications, business papers, and direct mail are used for this account.

Eline Candy Account to Klau-Van Pietersom-Dunlap

The Klau-Van Pietersom-Dunlap Company, Milwaukee, has been appointed to direct the advertising account of the Eline Candy Company, of the same city.

Some Reasons For Detroit News Leadership

THE DETROIT NEWS, long one of the world's ranking advertising mediums, leads its Detroit competitors in national, local, classified and total advertising.

For the first 10 months of 1923, The News published 23,000,000 agate lines of advertising—more than the total lineage of the other two Detroit papers combined.


This great volume is partly explained by the wonderful prosperity of the Detroit field. Detroit is a city of more than a million—the center of the automotive industry—the highest wage city in America and one of the most prosperous cities in the world.

But the marked preference shown for The Detroit News is largely due to its thorough coverage of the field. The Detroit News has 258,000 Sunday and 271,000 Daily circulation—the greatest in Michigan and the greatest in its history.

This most prosperous and responsive market is therefore easily accessible to advertisers through one medium—for The News covers the Detroit field intensively and economically—a fact well substantiated in the exclusive use of The News by more than 140 national advertisers.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan





An old-time tumbledown farm

WHEN a farmer has a three-thousand-dollar income he is a better sales possibility than the city man with an equal income, because, in addition to this cash income, he receives, without cash expenditure, rent, and food, such as milk, cream, eggs, fresh vegetables, etc., for which the city man spends on an average of 40% of his total income.

We have been telling you the success of individual readers of *The Farm Journal* and how they have built up farm businesses which bring them in substantial incomes. Now we are going to tell you of the success of *The Farm Journal* readers as a class, how they have progressed in the last 25 years so that now their standard of living is comparable to that of the city man.

In 1900 the farmer was not easily reached. Convenient means of communication were not open to him. He was secluded, and his life revolved about his farm. In 1923 he has the telephone, radio, automobile, tractor, electric lighting plants, power washing machine and electric iron, gas and oil stoves, talking machines, kitchen cabinets, bathrooms, etc.



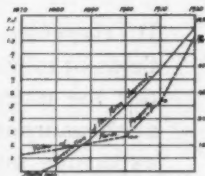
The farmer of 25 years ago was a laborer, the farmer today is a business man. The farmer of 25 years ago had no time for pleasures, and, if he did, they either cost too much or they were unavailable. The farmer of today has leisure time during which he enjoys the pleasantries of life pretty much the same as the rest of us.



The Farm Journal Farm Today

The Farm Journal has been successful because of the great part it has played in the advancement of the farmer. It is the biggest farm paper today because it continues to serve in the most practical way. With its advice on production and marketing, it has kept faith with the farmer. And as The Farm Journal has become bigger and better, the farmer, too, has become bigger and better, and so the circulation of The Farm Journal has steadily fared ahead as the farm wealth of the country has increased.

With the coming of good roads and the automobile, interurbans and telephones, the farmer began to do his purchasing in larger towns and cities. With this change in the trading habits of the farmer some manufacturers realized that here was a market worth cultivating. They wanted to go after this business in the best way, so The Farm Journal began to carry their advertisements.



Today The Farm Journal is carrying the sales story for food, clothing, automobiles, tires, storage batteries, paints and varnishes, soap, talking-machines, gas engines, vacuum cleaners, radio, roofing, stoves and furnaces, and The Farm Journal readers are buying in large volume all of these products.

Through The Farm Journal you, too, can reach 1,150,000 farm families with good incomes who are buying all kinds of reliable merchandise.

The Farm Journal

first

in the

farm field

New York

Philadelphia

Chicago

The Transcript sticks to its last—

The Boston Evening Transcript knows that in advertising the function of a newspaper is to direct the attention of possible buyers to a worthy product, *through the medium of its advertising columns.*

It, therefore, avoids straying into the fields of marketing and distribution—under the name of co-operation—because such usurpation of another's function is expensive and of doubtful value to the advertiser.

As a result of this stand, it is able to give the national advertiser the same rate as the local advertiser.

Boston Evening Transcript

Highest ratio of buyers to readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

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How The Seng Company Interests Dealers in Something They Do Not Buy from It

By "Unselfish" Advertising It Has Made Retail Salesmen Acquainted with the Seng Part of a Finished Product and Helped to Raise the Quality Appeal of the Product

By J. L. Frazier

Advertising Manager, The Seng Company

IN view of the extent and nature of its advertising, the position of The Seng Company is unique.

Its customers are several hundred furniture factories, its product as many stamped steel parts or fixtures which those factories, woodworkers and upholsterers, use as details or as features in their product. Yet we advertise consistently and frequently to the dealer and to his clerks. This advertising is designed, first, to support the manufacturers who utilize Seng fixtures and, second, to influence those who are backward in recognizing their virtues to employ them by promoting an acceptance, or preference, for them on the part of the dealer.

A few words about the products and the problems seem essential as an introduction to a report on our methods. The larger devices come in for greatest attention, obviously. The first of these is the steel folding bed construction which is installed in davenports by many manufacturing upholsterers, the article being known and advertised nationally as a davenport bed. A slogan, "The Davenport Bed serves by day and by night," features that advertising. Next, there is Seng Equipment for wood beds—steel side rails, steel cross rails and steel corner locks—in effect, the characteristic connecting units of steel beds applied to wood head and foot boards. By the avoidance of wood side rails and slats "Seng Equipt" wood beds have qualities of rigidity, durability and cleanliness characteristic of steel beds, while retaining the wood ends of any design or pe-

riod. Our slogan on this article is "All the tone and beauty of wood; all the strength and cleanliness of steel."

The resistance to be overcome in establishing Seng Equipment firmly in the market was the influence of tradition. One old buyer, among those slow to accept the change, expressed it when he said, arbitrarily: "Wood rails for wood beds, steel rails for steel beds." We characterize his statement as arbitrary because he couldn't find fault with the appearance of Seng Equipment and was forced to admit that when a bed is made up the rails, whether wood or steel, are covered by the spread and do not show at all.

A PREJUDICE THAT HINDERED SALES

With respect to the davenport bed the problem was different. When the bed for installation in davenports was first developed, the idea went over with a bang. The device was then put in cheaper and "mission" grades, bought by people of moderate circumstances. The demand for these was so great manufacturing upholsterers could scarcely supply it. So, they went merrily on making them, forgetful of a more profitable market in the better-grade upholstered furniture and unmindful of the fact they were developing an impression that beds were only put in the cheaper davenports and sofas. When the wave of prosperity followed the war, everyone bought better furniture like everything else and the enthusiasm of the public and the trade for the article became noticeably less marked.

The davenport bed manufacturers quickly sensed the situation, however, and the Seng company improved its part so that no restrictions on the design of the davenport was involved in using the bed feature. Better and more stylish davenport beds, with lower seats, were quickly put on the market. The next thing in order was to get the furniture retailers busy boosting the *new* davenport bed, which is all a davenport can be and which, besides, provides a very comfortable bed.

In connection with the various furniture manufacturers using the Seng bed part, the Seng company instituted a national advertising campaign to nullify the effect of this false impression, as well as to stimulate the demand for better Davenport Beds. The Seng company supplements this publicity quite extensively by the direct method. There is considerable broadside advertising, which is of no particular interest, because everyone is doing it. What is of interest, judged from the comment made upon it and from the standpoint of results in the form of increased business—considerable of which we attribute to it—is our work among retail furniture salesmen.

About three years ago we decided the best way of achieving our several ends was to go directly to the furniture salesman, the fellow who actually makes the sale. If he could be influenced to favor furniture with Seng fixtures we figured, more of that furniture would be sold.

Previous to the inception of the idea of advertising to retail salesmen we had, as we have since, offered various store helps to furniture dealers. To those who took advantage of our offers we directed a letter, bringing to their attention the service we had rendered them and requesting the names of their clerks. We promised to send the salesmen "helpful and instructive sales literature." As a result of this letter we obtained the names of about 5,000 clerks, which we consider an expression of the dealers' confidence in us. From the salesmen

of manufacturers using Seng parts we obtained about 3,000 more.

We started off right with the idea of giving these 8,000 retail salesmen something that would help them in their work. If we had done otherwise our efforts to influence them would never have been a success. We felt if the bulk of what we sent them was of a helpful, interesting nature, what we sandwiched in specifically about our products would be more acceptably received and more forcefully impressed upon them. So was born a paper-bound booklet of 48 pages, vest-pocket size, containing descriptive and illustrated matter on various furniture styles and periods, information about furniture woods, a "Handy Sales Record" for the year (1922), conveniently ruled pages for addresses, telephone numbers, etc. Otherwise there were "ads" about various Seng products, while on most pages, whether text or "ads," half the space was filled with lines for making "memos."

A HEAVY DEMAND

We ordered 10,000 copies of this booklet, but the 2,000 above the 8,000 required to cover the list didn't last long. We were compelled to reprint twice. Letters by the thousands were received. Salesmen who had seen others with a book wrote for copies. Dealers who had seen one of their clerks with a book would write for four, ten, twenty, forty copies. They praised it highly and said they wanted all their clerks to have the book. We didn't fill these blanket orders outright. We wrote back, enclosing a conveniently ruled blank letter for listing the salesmen. There was a space for the home address opposite the space for each name. Only upon condition that we could have names and addresses would we send out books. Salesmen change places of employment and we know that if we sent the books to the stores in lots, there would be a tremendous waste. Besides, it would cheapen the book and we wanted to establish a value for

*that "extra penny"**

which readers of the
**Chicago Evening
American**

pay for the privilege of
reading their favorite
newspaper amounts to
more than a million
dollars a year.

Speaking of reader interest!

CHICAGO EVENING AMERICAN

a good newspaper.

*The Evening American
sells at three cents a
copy. The price of its
competitor is two cents.

it. When we send the books to home addresses we know where we stand, for, if the men move we get the mail back. Furthermore, a return mailing card is enclosed with each book. With it the recipient is requested to acknowledge the book, also urged to give us the names of other salesmen. Thus we check names and addresses and add many to the list. We recently removed four or five thousand names from our list because the men did not acknowledge the last book. These fellows will have to ask for the next one if they get a copy. Based on past experience they'll spend a two-cent instead of a one-cent stamp to get the 1924 edition.

The 1923 edition of "The Seng Book" was increased to 64 pages and encased in a flexible imitation leather cover with a gold-stamped title. Much new matter of an educational nature was added. The original order was for 25,000 copies and an additional run of 10,000 was necessary to take care of the new names. The 1924 edition of 50,000 copies is now going to press. It will contain 80 pages. The contents include twenty-six pages on period furniture, besides articles on veneering, the construction of a davenport bed, cedar chests, building upholstered furniture, woods and wood structure, the preparation of lumber, finishing methods, color harmony (with a chart), rugs, wood joints, care of furniture and covering materials. An encyclopedia of furniture terms and the convenient ruled blanks, already referred to, complete the text. "Ads" for Seng fixtures are interspersed throughout.

We know these books are kept and used every day. Men write they have lost their copies and want others. Dealers, of their own accord, write they have added new men for whom they want books and tell us the other men carry the book with them constantly and find it a great help. Often a salesman will write "so-and-so carries one of your books and I want one too."

When we Seng folks go into

stores we find the salesmen carrying our book. An amusing instance was experienced in a large Chicago store recently. While talking to a veteran salesman the writer remarked he was with the Seng company. "Oh, the people that make the steel bed rails and get out that vest pocket book." When asked what he thought of the book, this fellow replied, "Very good; it's mighty fine for the young salesmen breaking in." Yet this veteran was using his copy eight months after he got it. The remark, "The people who make the steel rails," also has significance. Thousands in the retail furniture field know The Seng Company today, who, before "The Seng Book" was born, did not know us at all. When everyone expects that a large percentage of his advertising will go directly into the waste-basket, we feel we have accomplished something when ours stays by and works throughout the year. In effect "The Seng Book" takes the place of many pieces.

L. F. McCarthy Joins Hyland-Stanford Company

L. F. McCarthy, recently advertising manager of The Rheinstrom Bros. Company, Cincinnati, packer of glacé fruit products, has been appointed sales and advertising manager of The Hyland-Stanford Company, Los Angeles. He will have his headquarters at Cincinnati. Mr. McCarthy was formerly with the Firestone Tire & Rubber Company.

Campaign for New Cosmetic Products

The Orientalia Products, Inc., Montreal, a newly organized concern producing Egyptian Beauty Clay, creams and powders, has placed its advertising account with the Montreal office of Smith, Denne & Moore, Ltd. Newspaper advertising in Eastern Canada was used recently in an introductory campaign for this account.

Monroe Calculating Machine Account for Presbrey

The Monroe Calculating Machine Company, Orange, N. J., has placed its advertising account with the Frank Presbrey Company.

J. A. Heilprin has been appointed director of advertising and publicity of Charles M. Steiff, Inc., Baltimore piano manufacturer.

THE man who is about to build a home is a mighty desirable individual for many advertisers to become acquainted with. For he will require many products such as lumber, bricks, cement, building hardware, electrical fixtures, floor covering, furniture, a refrigerator, kitchen cabinet, etc.



During the past two months, the Home Building Department of Hearst's International Magazine has received over three thousand requests for our booklet, "Forty Ways to Lower Home Building Costs" and other specific information in this direction.

Such a keen and active interest in this important subject promises a profitable market for all manufacturers of the products which go into the building and making of a new home.

Hearst's International
A Liberal Education *Magazine* Norman Hapgood
Editor

"OVER A —its sequel

THE Chicago Herald and Examiner's Sunday circulation goes into over a million city, suburban and country homes in the Chicago territory Market No. 1. The Herald and Examiner is read by over a million families . . . about five million people. This circulation is concentrated in the country's richest industrial and agricultural section.

The great and profitable sales of foodstuffs, wearing apparel, house furnishings, automobiles, jewelry . . . and every

Chicago Herald

NEW YORK: 1819 Broadway

SAN FRANCISCO: Menadnock Bldg.

MILLION"

...in sales

commodity used in the home or in business, for the advertisers in the Herald and Examiner, are only the natural sequel to this tremendous circulation in this wonder market.

It is a power that can be harnessed by any manufacturer and converted into profitable sales horsepower.

Because this fertile five-million market is brought under one roof... is concentrated in the circulation of ONE great newspaper... it is the most extraordinary advertising value any manufacturer can buy.

and Examiner



EVIDENCE

Indisputable!

Below are reproduced lithographed folding boxes made by us for a few of the many nationally known concerns that we serve.

Our customers represent almost every line of manufacture—food products, confectionery, toilet articles, drugs, automobile accessories, hardware, etc., etc.

They know that when they come to the Brooks Litho Shops for cartons, they are assured of Quality Cartons in construction, design and lithography—cartons that are in keeping with the quality of their products.

Let us quote you on your cartons. Send sample or description of your product. Ideas, dummies and estimates gladly furnished without obligation.



BROOKS BANK NOTE COMPANY

Springfield, Mass.
New York
Philadelphia
Boston

Makers of
Lithographed
Folding Boxes,
Labels,
Window Display
Advertising,
Commercial
Stationery

BROOKS DISPLAY CARTONS

ARE BIG SALES HELPS

Why the Manufacturer Should Be Allowed to Fix Resale Prices

Price-Cutting Retailer Is a Public Malefactor, Says Congressman Clyde Kelly, in Explaining Stephens-Kelly Price Maintenance Bill

CONTRARY to the impression that he would like to create with the consuming public, the price-cutting retailer is not a benefactor. He is a public malefactor, striking a blow at honesty in business and hastening the day of communistic tendencies in government. This was the keynote of an address by Clyde Kelly, co-author of the Stephens-Kelly price maintenance bill, before the members of the Automotive Equipment Association at their annual convention in Chicago.

The manufacturer is the only logical man to fix the retail price of a manufactured article, said Congressman Kelly. If he fixes it too high, the product will go off the market. If he sets it at too low a figure, he will not be able to remain in business. He must, therefore, fix a price that is fair, if he wants to make money.

Congressman Kelly urged business men to take a greater interest in government and form the habit of letting Congressmen know their opinions on business legislation. He asked for support of the Stephens-Kelly bill, the Merritt bill or any other legislation that would advance the proposition of uniform prices.

"Business has always meant co-operation," said Mr. Kelly. "Sometimes, however, we have got away from that idea into the jungle of competition. Sometimes we have been filled up with the idea that competition is the life of trade, when we really meant that competition which is the death of trade."

"For many years it was the custom in American business that the owner or maker of an article had the right to fix the price at which he would sell it to some other person. That was accepted as a fundamental in business; and in the old days it was possible with-

out any trouble to carry out that principle. Then there grew up a system of distribution, because as a result of our growing population, our widespread territory, it became necessary to deal through other people. The manufacturer could no longer sell direct, and therefore it was necessary to have the jobber, the retailer and others to distribute the goods. Then, there grew up the question as to the right of the maker of an article to maintain a price for it. That question has been a vexing problem for the Supreme Court of the United States and for every business man in America."

Mr. Kelly sketched the Supreme Court decisions in the Dr. Miles case, the Bobbs-Merrill case, the Colgate case and the Beech-Nut case, pointing out that each of these decisions was by a five-four decision of the Supreme Court. "Four mighty men of learning and law said that it is folly to believe that the price-cutter pockets the loss, that the public always pockets the loss by such piracy in business," he commented. "Five of them said the other thing; so one man, a Judge of the United States Supreme Court, finally laid down the policy which has been pursued for twelve years in America."

"We are face to face with the fact that it is necessary to get some kind of legislation which will deal with this situation. The only legislation which will meet it is this Stephens-Kelly bill which is before Congress now and has been for the last five years. During the war it was impossible to deal with that situation, because prices were inflated, and the situation generally in America was inflated. Now conditions have changed, and we have that bill ready for action at this coming session of Congress."

"Here is what it provides: It provides that the manufacturer of an independent article, stamped with his own name and identified, may file a schedule in Washington giving his price to the wholesaler, to the retailer and the consumer, and then he has a right to see that that price is maintained. That measure is simply a recognition of the old common law right that the maker of an article has the right to fix the price at which that article is sold.

"You hear the argument once in a while that if you can manufacture and fix a final price, it will be a monopoly. That shows exactly the loose reasoning there is in connection with that matter.

"There is no monopoly where there is competition in one particular class of goods. If a man has an automobile accessory, for instance, and if that can be made in America, and if he has an absolute monopoly on that whole class, then it is possible, of course, to have a monopoly that would be of danger. I am opposed to that kind of monopoly, but where there is every opportunity for competition between the makers of accessories, between the men who are making lights, bumpers and such other things that are sold by dealers, when there is competition of that kind, then you have real competition, a competition in service, a competition in quality as well as in price.

"When a man has put his lifetime into a product, when he has put his integrity into it and states in his advertisements, 'I will make good or pay your money back; I will promise you I will make good,' that man is entitled to protection. He is entitled to have the right to protect that good-will. The trouble with the Supreme Court in its decisions is that it has failed to take account of our progress. It has been thinking of the old times when the manufacturer sold direct without any distributor. Now, we have come to a time when you must have the jobber and the retailer in many lines in order to deal with the consumer, and it is an economic method of distribution.

"The price cutter is not a public benefactor. He is a public malefactor. A man who takes a standard article, identified and marked, and uses it as a snare to bring uninformed purchasers into his place of business and sell them unknown goods at higher prices, that man is striking a blow at honesty in business.

"The Government cannot fix the price. The retailer cannot fix it, nor can the wholesaler fix it, because neither of them has the information pertaining to the cost of production. Only one man is equipped to fix the price, and that is the man who makes it. He knows the things that go into it. He knows if he fixes the price too high, it goes off the market. If he fixes it too low, he goes out of business. Therefore he must fix a price which is fair and square to all, and in all arguments on economics we finally come back to the point that the man who, making an article, wants to make the most money on it, must fix a price that is fair. He can be trusted in business competition in the United States."

Federal Trade Body Acts on Misuse of "Radium"

Designating a product as radium when such is not the fact is ordered discontinued by the Federal Trade Commission in an order directed to Abbott E. Kay, and R. T. Nelson, of Chicago, trading as the Aaban Radium Company.

According to the Commission's findings Mr. Kay manufactured a product which in conjunction with Mr. Nelson was offered for sale to the general public as "Radium." The findings state that the United States Bureau of Standards, after the usual tests, declared that the respondent's product so tested had no radioactivity and was not radium.

The order specifies that respondents discontinue the use of the word "Radium" in connection with the sale of the product heretofore sold as radium.

Morgan Fenley Will Join "Scientific American"

Morgan Fenley has been appointed representative at Cleveland and surrounding territory for the *Scientific American*, New York, effective December 1. Mr. Fenley was formerly with the sales department of the Western Electric Company, at Cincinnati.

The World



First!

THE SUNDAY WORLD Gravure has a circulation directly in Greater New York that is larger by many thousand than that of *The Times*, *The Tribune* and *The Herald* combined.

The World

MALLERS BUILDING CHICAGO PULITZER BUILDING NEW YORK FORD BUILDING DETROIT
 MARKET AND THIRD STS. TITLE INSURANCE BLDG. LOS ANGELES, CALIF.
 SAN FRANCISCO, CALIF. SECURITY BUILDING SEATTLE, WASH.

Once Again: How Big Should an Advertisement Be?

Why This and Similar Questions Cannot Be Answered

QUENTELL ADDING MACHINE
CORPORATION

NEW YORK, NOV. 14, 1923.

Editor of **PRINTERS' INK**:

Has any discussion come to your attention, with conclusions, as to the relative value of one single column of newspaper space in comparison with the same amount of space used in double or three-column width? Certain New York store advertising is carried in one single and complete page column, for instance, Abercrombie & Fitch Company. The question we are interested in is whether a single-column space, used as they use it, gets more attention than the same number of lines used as a double column, which would mean half the length of the page, two columns wide, as against the entire length of the page, one column wide.

We would very much appreciate light from you as to whether discussion of the pros and cons, and conclusions, have ever come to your attention.

QUENTELL ADDING MACHINE
CORPORATION,

JOSEPH GOOCH, JR.,
Vice-President.

THE question of the Quentell Corporation cannot be answered definitely. We have not carried articles in **PRINTERS' INK** comparing the relative merits of single-column newspaper advertisements with a similar amount of space in double- or triple-column width, because we believe that no such comparison can be made. It is the consensus of not only the best advertising opinion, but also of actual experience, that there is a time and place for everything in advertising and that no particular type of copy or form of advertisement or class of medium is the best under all circumstances.

There are occasions when it seems advisable to use the single-column layout. At other times the advertiser will find that double- or triple-column space or some other width or size is better suited for his requirements. Unfortunately no formula can be laid down by which the best practice can always be determined. Such questions can be answered only through experience and even experience will not help to

answer the question when it again comes up unless all of the factors in the new situation are largely the same as in the old.

In a general way, we might say, that the size of space selected depends on such factors as: the kind of illustration used, the size of type, the amount of copy, the position on the page, what competitors are doing, the size of the appropriation as compared with number of mediums used, length of the campaign, how well the product or the advertiser is known, etc. When these factors are given, any experienced advertising man would have little difficulty in deciding on the width and size of the advertisements to be used.—[Ed. **PRINTERS' INK**.

Retires from Active Management of Edmonton "Bulletin"

The Hon. Frank Oliver, publisher of the Edmonton, Alberta, *Bulletin*, has retired from active direction of this newspaper property, owing to his appointment as a member of the Board of Railway Commissioners. A new company is being formed to continue publication of the *Bulletin*.

New Campaign Planned for Bahama Islands

National and travel magazines and newspapers will be used in a new campaign in the United States by the Nassau Development Board of the Government of the Bahama Islands. This advertising will be directed by the Wood, Putnam & Wood Company, Boston advertising agency.

Freling Foster with New York "American"

Freling Foster has joined the national advertising department of the New York *American*. He was previously with *The Literary Digest*, New York, as manager of the commercial research department.

Join F. William Plumer & Associates

Philip Lyford and Haddon Sunblom have joined the staff of F. William Plumer & Associates, Chicago advertising art service.



Pennsylvania's Improved Highways Have Made Philadelphia the State's Market Place

Continuous avenues of travel connecting Philadelphia with all sections of Pennsylvania, the southeastern section of which is the richest trading area in the United States, have been developed during the past five years in the form of hard-surface highways.

The importance of these traffic arteries is recognized by Philadelphia stores. Their fleets of motor trucks make deliveries to all points in this rich territory.

Perishable freight is delivered by motor truck each morning before 10 o'clock to Harrisburg and other cities within a 100-mile radius of Philadelphia.

Residents of York, Lancaster, Harrisburg, Lebanon, Coatesville, Reading, Pottsville, Pottstown, Mahanoy

City, Shenandoah, Easton, Bethlehem, Allentown and other centers of population throughout the eastern part of the state drive into Philadelphia and home again in one day.

While in Philadelphia they make substantial purchases for the entire family. NORTH AMERICAN readers are not lookers. They are buyers. The prosperous condition of hundreds of Philadelphia retail and wholesale merchants is due in a large measure to their out-of-town trade.

The circulation of THE NORTH AMERICAN has followed these thousands of miles of improved highways more closely than any other Pennsylvania newspaper. It will carry your sales message to every hamlet, town and city in Southeastern Pennsylvania and Southern New Jersey.

Its Character Creates Confidence

THE NORTH AMERICAN

PHILADELPHIA

New York John B. Woodward
110 E. 42nd St.

Chicago

Woodward & Kelly
811 Security Bldg.

THE OLDEST DAILY
NEWSPAPER IN
AMERICA — 1771

Detroit

Woodward & Kelly
408 Fine Arts Bldg.

San Francisco

R. J. Bidwell Co.
742 Market St.

FIVE exclusive features of the Dairymen's League News

1. Sixty thousand subscriptions from the members of the Dairymen's League Co-operative Association, Inc., alone*.
2. Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other co-operative marketing associations in New York State. *Thus the weekly circulation for the past 12 months has averaged way over 60,000 copies.*
3. Circulation is concentrated and specialized.
4. Farmer - owned, farmer - controlled.
5. In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than either of the other two state farm papers.

**Reader interest among this group is guaranteed by the fact that the League transacts more than \$2000 annual business with the average member subscriber in selling for him his chief source of income—milk.*

DR
e
N

Farmers who sell *direct*

WHEN the farmer employs co-operative marketing methods, he makes two great gains: He gets a larger percentage of the consumer's dollar and he minimizes the irregularity of his income.

Nine groups of farmers in New York State are now employing co-operative marketing methods. A staff of experts determines when, how, and where to market their products. Each member of these organizations receives checks at regular intervals throughout the year.

The milk business carries the overhead for most of these farmers. A diversity of crops assures them a balanced income all year.

This group of business farmers is as stable as any industry in

the country. One association alone does an annual business of \$90,000,000—spending a million a year advertising its products.

If you are advertising to farmers, we invite you to compare these facts with whatever facts you can get about your present farmer markets.

You can reach this farmer market by means of the Dairy-men's League News. It is farmer-owned and farmer-controlled. The readers of the News are progressive farmers, directly and financially interested in the co-operative marketing movement.

The News has proved its case as an advertising medium for many national advertisers.

Make an appointment with one of our representatives. Have him give you further facts and figures about this great farm market—stabilized by its co-operative marketing associations.

Dairymen's League News

NEW YORK: 120 West 42d Street
CHICAGO: 1008 Otis Building

Phone—Bryant 6081
Phone—Franklin 5959

DAIRYMEN'S *League* NEWS

This is the only amendment we would suggest for the "Four A's" exhibit

"The circulation-getting methods of magazines deserve much attention because forced circulation sometimes isn't desirable from the advertiser's viewpoint."

This quotation (which refers to magazines of all kinds, including farm papers) is from the excellent educational exhibit of the American Association of Advertising Agencies at the New York Advertising Exposition.

This statement deserves enthusiastic approval, but so far as farm papers are concerned, we would urge an amendment eliminating the word "sometimes."

The experience of high grade advertisers proves, we believe, that forced circulation is very seldom, *if ever*, "desirable from the advertiser's viewpoint"—and surely the advertiser's viewpoint is the *only* one that should be considered.

No farm paper stays farther away from forced circulation than does *Farm and Home*—that's one reason for its years of leadership in the percentage of subscriptions renewed.

FARM AND HOME

The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers
SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago

456 Fourth Avenue, New York

"Off at the Pistol-Shot," Pictorially

Advertising Pictures, Coupled with Animated Headlines, Send the Message Off to a Racing Start

By W. Livingston Larned

AN advertiser who had seen a horse race on a Cuban track, for the first time, and who had never witnessed such events before, seemed to carry one dominating impression away with him. This had to do with the pistol shot at the wire, and the quick get-away of the horses. Some seemed to fairly leap to the front, as if "shot from a gun" while others lagged and dragged.

"I would like to see our advertising start as that winning horse did," he commented later, "with a zip and a flash of fire! It was a beautiful sight. I was compelled to watch that one animal, the entire way around the track, because of the fact that he caught my eye at the pistol-shot. Doesn't it seem to you that advertising has its parallels? Some copy, because of headlines and illustrations, placed at the very top, and featured, cause the reader to get away with a zip and a roar and they are lured right on through to the end of the race before they are quite aware of it. What can we do to inject the same spirit into our next campaign?"

What illustrations convey this dramatic impression?

What are the pictorial elements which fairly rush the reader off his feet, compel his attention, hold it, and then speed him through, to the very end?

What can an artist do to give race-track zest and the pistol-shot-at-the-wire spirit to a piece of advertising?

Why is it that some illustrations, although very well done indeed, fail to reach out, grasp the prospect, and sweep him away to a fair start?

There is some advertising of today that offers occasional flashes of this peculiar genius.

Action is not necessarily the chief ingredient, although properly applied, it has indeed much

to do with a speedy get-away.

An instance of this is a recent series for Sun-Maid Raisins, with the energizing effects of the iron featured.

GIVING WHAT THE COPY DEMANDS

The copy calls for that race-track speed:

"The 'On-the-Jump Club' is always three or four jumps ahead of the enervated crowd. And they're usually the chaps that run the business. They've all got too much work to do."

Speedy text, to begin with.

The illustration was photographic. A silhouette of a broad jump hero was placed at the top of the advertisement, literally leaping at the reader. Every muscle of his body and every lithe, quivering limb, suggested the quick get-away. There was an unseen exclamation mark in the pose. The effect was really startling. Other advertisements carried similar action halftones.

But the photographs were of the strained, nervous, excitable, action-plus school and were selected for this reason. With infinite wisdom, the advertiser silhouetted them on the pages, eliminating all backgrounds. Take the same picture of the jumper, with the background left in. There would be far less action. The speed of the illustration would have been sadly retarded. Cutting it out, with a small shadow beneath, on the ground, to suggest that the figure was in the air, gave this picture and this series its extraordinary ability to flash the reader's attention away "at the wire," with pistol-shot velocity.

A Prophylactic tooth-brush advertisement, otherwise quiet as to pictures and headlines and text, featured a great doubled fist at the top, against much white paper.

"Try this!" was the spirited command.

The text said: "Close your hand

tightly. Notice that your knuckles are white. Open your hand! Fresh blood flows back, restoring the color. This, in a mild way, is exercise. Your gums, because of the softness of modern food, get little exercise."

A demonstration in this case, provided the "quick getaway" lead.



"Record!"
Had Your Iron Today?



Energize—Ironize!

With Luscious Little Raisins

THE "O.T.J. (On the Jump) Club" is always three or four jumps ahead of the crowd. And they're usually the slugs that run the business.

They're all got one much more to see. And you wouldn't be that sick in bed, always looking for them. Don't let them get you down at 3:30.

But your teeth ridges and need of it. And the number of jumping exercises in every package of Little Sun-Maids—75¢. That's right in the line of business. (You probably progressed to it sometime about now.)

Good you know what—good food for the blood. Deficient when you're hungry. The sun or sun packages daily at 3:30. For sun days at 3:30. Into the O.T.J.

Little Sun-Maids

"Between-Meal" Raisins

5c Everywhere

BOTH ILLUSTRATION AND COPY GIVE THE
OFF-AT-THE-JUMP IDEA

Something in that big, doubled fist accomplished it.

One of the most spectacular examples we have seen, in this school, was a recent illustration for a Warner-Patterson product, which does away with Ford car vibration.

A remarkable photograph showed a man at the wheel of a car, torn by quivering vibration.

Your eyes danced in response; the strangest visual sensation resulted. There was no definite detail in this photograph. It was made up of a series of graduated tones. The blurred confusion of it was what gave it its strange power to attract.

It is illustrations such as this that get the advertisement "away to a flying start."

Novelty is, of course an essential.

When complexion clays were first advertised, there was quite an argument as to whether it would be wise actually to show faces smeared with the clay. It certainly did not make an attractive illustration.

Would people be repulsed by it? Would they automatically discard the notion of trying it on their own? It seemed to be a very mussy thing to do.

At last a daring advertiser accepted the challenge.

Topping his display was a bluntly, brutally frank picture of a pretty girl, her good looks marred for the moment by that smear of clay. It was such a startling picture that it fairly made you gasp.

But the desired result was secured. The public accepted this illustration as an evidence of good faith. It might be "mussy" but it was gratifyingly pleasant in what it achieved. Novelty put the picture over and gave the advertisement such a flying start of

interest that the reader had read the rather long message before he was quite conscious of what had made him do it.

"You wouldn't saw the handle off your shaving brush?" was the decidedly unusual headline statement of a recent Williams shaving stick half page.

And there was a picture of a small saw cutting a shaving brush in two. It was the first thing you saw on that page!

"Most shaving sticks," continued the explanatory copy, "are as inconvenient to hold as a shaving brush would be with the handle cut off."

The advertiser then proceeds to

1,550,000

Of this number of
copies printed for
February, 1,485,000
are for newsstand
distribution, mak-
ing True Story
the largest selling
monthly magazine
at the newsstand.

True Story *Magazine*

NEW YORK, CHICAGO, BOSTON, LOS ANGELES, SEATTLE, SAN FRANCISCO

tell about his new and improved shaving stick and its holder.

There have been many excellent and interesting Timken illustrations, all skilfully portrayed and some with dramatic "punch," but a certain recent page seemed to sweep aside what had gone before, as far as real action is concerned. And it was no more than a spontaneously rendered sketch, in pencil.

Against the dark background darted a vivid flash of fire, concentrating in a ball of molten substance—a meteor!

Like a race-horse, that advertisement "got away" from the "wire." The motion, the speed, the sudden impact, carried the eye to the opening paragraph of the text:

"A chunk of fire streaks the night sky and is gone. Where? Swallowed by friction. Literally burned to nothingness, actually worn out of existence, simply by rubbing the air. That's all a 'shooting star' is. A mass of mostly mineral substance, flung from some whirling body of the skies, hurtling through the airless voids of the universe, until it happens to fly into the layer of air which surrounds our earth.

"Just rubbing the atmosphere kindles the blazing ball you see, the 'shooting star.' The friction of just moving through the air is what utterly consumes it. Anything which moves, however fast or slowly, even in the thin, invisible air, or on finest lubricated oils, is inevitably subject to the wear of motion."

And at this point the comparison ceases, and the copy "race horse," well around the track, turns to matters of business argument, for the Timken argument is one almost wholly of friction. Therefore the illustration is decidedly legitimate.

The significant fact is that an advertisement has been made to "get off" to a "flying start."

There is motion in the picture and in the text.

It sweeps you with it—this accumulation of irresistible force.

And that is the basic idea of the

successful illustration and headline.

Attention-compelling value is largely a matter of these sharp impacts of interest.

And the eye must be taken into consideration as well as the mind.

Although, some well-written copy is powerful enough to need no picture.

Words take their place, neatly, shrewdly selected words, which are, in themselves, illustrations, to a certain degree.

The advertisement which literally compels you to "read it through" is very apt to have a headline and an illustration of this "race track" variety.

It gets you—from the start!

Engineering Advertisers Discuss Company Name Plate

The use of the company name plate in industrial advertising was discussed at the November meeting of the Engineering Advertisers' Association, Chicago. Walter Buchen, president of the David C. Thomas Company, Chicago, led the discussion and gave a critical talk on name plate practices which he illustrated with motion picture slides.

George Elmer Brown, painter of Provincetown, Mass., urged industrial advertisers to put enough art into their advertising to get attention and interest. "The magazines wouldn't pay, if they printed the same stories every month," he said. "If you can't make people read your advertisements, make them at least look at them. Give them pictures in your advertising, pictures that are art. Don't make your copy so commercial. Make it as attractive as the middle pages of the magazines. If you want to make people pay attention, if you want to make them think, you must make them look first of all."

Newspaper Campaign on "Monotrol" Radio Sets

The Sleeper Radio Corporation, New York, has applied for registration of the trade-mark "Monotrol" for use on radio reception sets. At present metropolitan newspapers are being used to secure distribution in the larger cities. This advertising is being directed by the Philip Kobbé Co., Inc., New York, advertising agency.

Buys Montclair, N. J., "Weekly Herald"

Blanchard M. Preble has resigned as publisher of the Staten Island, N. Y., *Advance*, daily. He has purchased the Montclair, N. J., *Herald of Montclair*, weekly, which he plans to change to a daily publication next spring.



Enlarging the Importance of the Home town Market

YOU'RE not interested in Europe as much as in America. Your front and back yard more intimately concerns you than the block around you. Your home itself fans the interest to hottest point and your family is the extreme pivot for it all. The nearer the home circle the periodical circulates which contains your ad, the more intensive reader interest you buy. The Country Weekly Newspaper offers you sectional, elastic coverage—listing, checking, clipping and book-keeping done for you.

American Press Association

JOHN H. PERRY,
President,

WILLIAM GRIFFIN,
Vice-President,

EMMET FINLEY,
Secy. & Gen'l Mgr.

GEORGE A. RILEY, Treasurer

225 West 39th Street, New York City

**Kresge Building
DETROIT**

**122 South Michigan Ave.
CHICAGO**

**58 Sutter Street
SAN FRANCISCO**

**Central Building,
SEATTLE**

Country Newspaper Headquarters

"Getting to" the hardware retailer



The successful hardware merchant is a much besieged man, the objective of multitudes of salesmen and the target for a veritable bombardment of printed matter—manufacturers' house organs, jobbers' house organs, circulars, sales letters, etc. The greater his importance the greater the bombardment.

To save some time for guiding his business he must raise a defensive barrier about himself—delegate to subordinates interviews with salesmen and the sorting of the heaps and bagfuls of printed propaganda.



As a result the important hardware dealers—those who do practically eighty per cent of the business in the field—are hardest to reach and interest in your products. *A way must be found to break through the barrier.*

The most generally successful way is to take advantage of the retailer's need for market reports to guide him in his buying. There is but one source of unbiased authoritative hardware market reports—Hardware Age, which brings him a weekly survey from the various distributing sections.

Practically all of the important well-rated retailers in every section of the country pay \$3.00 a year for the paper and find time or *make* time to study the Hardware Age reports each week. These reports are the entering wedge. They bring Hardware Age—*open*—into the hands of even the biggest and busiest hardware retailers. After the market reports comes a perusal of the news and merchandising articles which are recognized as the best that money and brains can produce.





many years have used (and now use) Hardware Age as their main if not their only hardware medium.

The manufacturer's chief difficulty in cultivating this field is to get his advertising read. Hardware Age with its prestige gained by sixty-eight years of service to the hardware trade and with its market reports—an exclusive feature of this paper—has solved this problem. It offers the manufacturer the one medium that can insure the delivery of the advertiser's sales message to the interested attention of the retailers who make up the real hardware trade.



I HAVE TO READ HARDWARE AGE EVERY WEEK, WHETHER I READ ANYTHING ELSE OR NOT!



The average rating of the retail dealer readers of Hardware Age is over \$50,000. You can reach these dealers through Hardware Age when they can be reached in no other way.

At a recent convention of hardware retailers, Mr. Ireland, past president of the National Retail Hardware Association, said—

"To those of us who have spent our entire lives in the hardware business, **HARDWARE AGE** has become almost our bible. It is *necessary* to our business."

HARDWARE AGE

239 WEST 39th STREET, NEW YORK, N.Y.

MEMBER A.B.C.

MEMBER A.B.P.



Birmingham—An Ideal Tryout Town in the South

WHEN coming South with a product and you're casting about for a tryout town—pick Birmingham. It's an industrial city of 200,000 people—where coal, iron and steel hold sway. There are 739 factories, furnaces, mines, etc., in operation, and the weekly payroll exceeds \$3,250,000. The beauty of the situation is that you can put your proposition over with one advertising expenditure because *The News* dominates its field, having a greater city circulation than BOTH the other papers combined.

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER
NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
New York

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

The Registration of Slogans as Trade-Marks

Patent Office Decisions That Clear Confusion on This Subject

Special Washington Correspondence

THE increasing interest in slogans is attested by the frequent inquiries regarding them received by PRINTER' INK, and the necessity of adding lists of new slogans, from time to time, to the "clearing house" record maintained by its research department. Likewise, a large number of letters on the subject, received by the examiner of trade-marks in the Patent Office, indicates the growing use of "commercial aphorisms" and the recognition of their value, and also that there exists a great deal of confusion regarding their registration and protection.

This confusion contributes largely to the sums lost by manufacturers who persist in placing orders for labels, wrappers and direct advertising material before they apply for registrations which, for some reason, cannot be granted. Recently one of the officials of the Patent Office said that cases of the kind come up every week, that the losses run from small amounts to many thousands of dollars, and that the total annual loss to manufacturers from this cause undoubtedly reaches a total of eight figures.

Of course, most of the losses are due to the necessity of changing trade-marks to make them registrable; but entirely too many result from attempts to combine trade-marks with slogans when one or the other fails to comply with the rulings of the Commissioner. Under the law, so far as registration is concerned, there is no difference between a trade-mark and a slogan, and the definitions which apply to the trade-mark apply to the other whether they are registered together or separately.

It is possible and sometimes practicable to register them together; but when applicants consider the slogan as a sort of

last-minute addition they usually get into difficulties. A manufacturer may have used a trade-mark for several years and, just before applying for registration, decide to combine with it a slogan he has recently devised. So he has a few labels printed and uses them on several interstate shipments of goods.

If he attempts to register under the law of 1905, he may find that either his trade-mark or his slogan is considered descriptive by the Commissioner, and that he would not be allowed to register the combination without a disclaimer which would undoubtedly lessen the effectiveness and value of his mark. The act of 1920 allows the registration of descriptive marks, in order that our manufacturers may protect their common law rights and register abroad, since many countries will not allow registration unless marks are registered here. But our manufacturers would find that this act requires that the complete mark shall have been used in interstate or foreign commerce for at least one year before application is made.

EXERCISE CAUTION

It is therefore advisable that none but small orders for printing be placed pending the registration of either slogans or trade-marks, no matter how long they may have been in use, and that the acts of both 1905 and 1920 be carefully considered and the fact remembered that all definitions and rulings regarding trade-marks apply to the registration of slogans. There is nothing in the trade-mark laws to prevent the use of two or more trade-marks on the same piece of goods.

Recent decisions of the Patent Commissioner's office well illustrate three common causes of the frequent loss of expense, time and effort in the registration of

slogans. They indicate the necessity of strict conformity with the prescribed definitions of a trade-mark, of avoiding descriptive words and phrases if registration is applied for under the law of 1905, and of assurance that a similar slogan has not had prior use.

The Dolly Varden Chocolate Company, of Cincinnati, not only found that its slogan did not fulfill the legal definition of a trade-mark, but that it is inadvisable to apply for registration on an incomplete or obvious phrase. This company filed application on the slogan, "When words fail." As used for some time, the complete phrase was, "When words fail—send Dolly Varden Chocolates."

The Commissioner's office held that the company was not entitled to register the incomplete phrase on the grounds that the words did not constitute a trade-mark, under the law, and could not be exclusively appropriated. The Commissioner, in rendering his decision, and after referring to the definition of a trade-mark as established in several court cases, made the following statement:

"The Supreme Court of the United States has stated that a trade-mark means 'a distinctive mark of authenticity through which the products of particular manufacturers or the vendable commodities of particular merchants may be distinguished from those of others.'"

Another point that it is well for any applicant for slogan registration to consider is that the phrase, like a trade-mark, in some measure at least, must be uncommon or original. A great many applications for registration are refused by the Patent Office because manufacturers or others attempt to register words and phrases that are in frequent use in the trade, or that are obviously the common thought of purchasers. To quote further from the Commissioner's decision:

"It is believed that the incomplete slogan set forth as appellant's mark not only falls short of a 'distinctive mark of authenticity' but that it constitutes such a

phrase or group of words that cannot be exclusively appropriated by the appellant. It would seem to be clear enough that the commercial public cannot, under the trade-mark law, be deprived of the right to use these common words or this portion of a common expression and apply it to candy of some other make. Obviously, any candy manufacturer should have the right to advise his customers to send a box of his particular candy when words fail the customer."

A TYPICAL CASE EXPLAINED

Typical of many attempts to register slogans which fail because the marks are considered descriptive, several weeks ago the Stowe & Woodward Company, of Newton, Mass., filed application for a registration of a slogan together with the name of the material of which its bowling balls are made. The entire mark consisted of the word "Ebonite," written with a large initial letter continuing in a wide scroll beneath the word, the initial letter beginning with the representation of a bowling ball and the scroll terminating with a similar representation and the slogan, "The Ball that Rolls Rite," upon the scroll.

The company, realizing that the word "Ebonite" would be considered descriptive, filed a disclaimer of it, and attempted to appropriate exclusively the use of the slogan used separately or otherwise than in the combination shown.

The applicant also contended that the mark must be considered as a whole, and that when so considered the word was not *merely* descriptive. This contention was upheld by the applicant by quoting a decision of the Supreme Court in a suit against the Commissioner of Patents, contending that the ruling considered that a mark with the features disclaimed, as above stated, was registrable.

After consideration of the case, the Commissioner of Patents held that the Stowe & Woodward Company was not entitled to register the slogan, the decision being

If—

If there were only one printing-house in the world there would be no mental effort required in picking the right one to handle that important work of yours. But there are many thousand in New York City alone.

Some are good, and others not so good.

Many people think the Charles Francis Press is about the best of the lot. Of course we wouldn't claim that much, but we are trying hard to make it true.



Charles Francis Press

Printing Crafts Building

Telephone Lackawanna 4300

461 Eighth Avenue, New York City

based on the ground that the word "Ebonite" is clearly descriptive of the goods, and that the inclusion of the representation of the bowling ball merely added to the descriptive features of the mark. And in expressing his belief regarding the Supreme Court decision quoted by the applicant, the Commissioner stated:

"The mark under consideration in the adjudicated case possessed various fanciful features to such an extent that the objection to registration on the ground that a portion was descriptive would not apply, but that such decision did not decide anything which shows that applicant's mark should be registered."

The Commissioner then stated the fact, supporting it with court decisions, that the question of the descriptiveness of the slogan must be considered in the light of its significance to the purchaser. He held that the inclusion of the representation of the goods to which the mark was applied rendered the mark descriptive, and said further:

"The effect or impression upon the mind of a purchaser of the goods here involved is that they are made of ebonite. That word is the principal part of the mark. In several of the above noted cases, including that relied upon by the examiner, registration was refused where the descriptive word constituted the principal feature of the mark. It is believed that situation exists here and that the other features are subordinate and matters of detail. It would seem clear that the average purchaser would regard the mark as indicating the material of which the ball was made. If ebonite were not the material, the mark would be deceptive."

Probably more registrations for slogans than for the more usual trade-marks are refused because they approximate others already in use. A slogan, however, may be very similar to another that is used in a different line of business and, in that case, if there is no apparent danger of misleading the public, registration is frequently allowed. But when the

slogans are similar and the lines of business are identical, registrations are invariably refused when objection is made.

In a recent case of the kind, the Ward Baking Company entered an opposition to the registration by the United Bakeries Corporation, of St. Louis, of a slogan for cake, the entire mark consisting of the words "Ambrosia Cake," having printed just beneath the words, "Food for the Gods."

The Commissioner's ruling was favorable to the objection, his decision stating that the United Bakeries Corporation was not entitled to register the slogan as a trade-mark for cake, in view of the prior use by the Ward Baking Company of a mark for the same goods which includes prominently the words "Cake of the Gods," even though the applicant's application for registration contained a statement that no claim was made to the use of the word "Cake" and the phrase "Food for the Gods," except in connection with the particular mark shown.

ANOTHER CASE IN POINT

The Commissioner also referred to the holding of the Supreme Court in the Beckwith case, a decision previously mentioned by the applicant to prove that an entire trade-mark may be registered with a disclaimer of the non-registrable portion. But the Commissioner claimed that this may not be done when striking out the non-registrable portion would so change the appearance of the mark that its value would be largely lost.

He stated that he was unable to see that the conditions set out by the Supreme Court in the Beckwith case prevailed in the matter under discussion. He claimed that the drawing of the slogan presented might well have omitted the words "Cake" and "Food for the Gods" without in any way affecting the word "Ambrosia," which he considered as the distinguishing features of the applicant's mark.

"This word," he continued, "is not intertwined with or inextricably associated with the dis-



THERE'S ONLY ONE ANSWER

IT so repeatedly happens that The Star carries **MANY MORE COLUMNS OF ADVERTISING THAN ALL THE OTHER WASHINGTON PAPERS COMBINED** that there can be but one reason — The Star's wonderful circulation — which completely covers this field — going directly into practically **ALL** the homes — Evening and Sunday.

If there is specific information that you desire concerning Washington as a market our Statistical Department will be glad to furnish it.

The Evening Star.

WITH HIGHEST MORNING EDITION

WASHINGTON, D. C.

New York Office
Dan A. Carroll
110 East 43d Street

Chicago Office
J. E. Lutz
Tower Building

The South has Money and is Ready to Buy



"THE LAND OF COTTON HO"

THE South—particularly the high-powered cotton raising states—is bubbling over with optimism. Continued high prices for cotton and surety of a favorable market for its other substantial crops, has enthused the consumer into a buying mood and made the merchants replenish their stock preparatory to heavy winter and spring business.

Manufacturers seeking profitable markets in which to bolster their sales should go where crop production and favorable conditions generally offer the greatest opportunity for results. The alert advertiser knows that he can best get business where business is best.

The Progressive Farmer and Farm Woman will carry your message weekly to over 400,000 intelligent Southern farmers and their families—a class with bulging purses and a growing appetite for worldly needs.

Buy this "open Sesame" to the best homes of the South.



Birmingham, Ala.	Memphis, Tenn.	Raleigh, N. C.	Dallas, Texas
WALLACE C. RICHARDSON, Inc.		STANDARD FARM PAPERS, Inc.	
Eastern Representative		Western Representative	
95 Madison Ave.		Transportation Bldg.	
New York		Chicago	

SHOULD NOT BE FORGOTTEN''

claimed portions, and it seems clear that they should be canceled, leaving the word 'Ambrosia' alone for registration. To such registration opposer would have no objection, and the applicant would be given all to which he is entitled. Registration of the mark as it now stands might lead the public to believe that the applicant was entitled to sell goods bearing the essential words of opposer's mark, but the trademark laws should not be employed for such deception. When possible, the registration should not on its face include unregistrable matter. At best, registration with a disclaimer is a makeshift and should not be employed unless essential."

Because confusion of the kind occurs so frequently, trade-marks, as usually understood, and slogans should be registered separately whenever possible, and that is when the trade-mark, or distinguishing feature or word, is not necessary to complete the meaning of the slogan.

Eastern Clubs Will Meet at Philadelphia in May

The 1924 convention of the Eastern District of the Associated Advertising Clubs of the World will be held at Philadelphia, some time in May, the exact date to be determined later by the executive committee. The Eastern district comprises New York, Pennsylvania, New Jersey and Delaware. The keynote of the convention will be the slogan, "Every club the advertising manager of every good cause in its own community." Arrangements in Philadelphia will be in charge of the Poor Richard Club and the Philadelphia Women's Advertising Club.

Exhibition of Printing Types Held

The American Institute of Graphic Arts held a meeting and exhibition of printing types at the Art Center, New York, on the evening of November 22. Douglas McMurtie and David Silve spoke on the origin and design of the important types in use today.

Fish Advertiser to Run Prize Contest for Recipes

The Wallace Advertising Service, Halifax, N. S., has obtained the advertising account of The National Fish Company, Ltd., of that city. A campaign featuring a prize contest for recipes will commence shortly in the Eastern Provinces of Canada.

Discuss Advertising for Canned Foods Week

Indications that wholesale grocers and canners will co-operate to advertise Canned Foods Week more extensively than ever were apparent at the convention of the Western Canners Association and at the meetings of several wholesale and retail grocers and food brokers conference committees which were held at Chicago.

The plan of appropriating a fund of \$200,000 annually for advertising was brought before the convention by J. W. Hersher, president of the National Wholesale Grocers Association. Mr. Hersher also urged canners to put into effect some method by which they could follow through their products all the way to the consumer. At certain periods of the year, he pointed out, retailers push the sale of fresh fruits and vegetables to the detriment of canned goods. "The canners could overcome this," said Mr. Hersher, "if they would teach the public that canned products are always fresh, whereas the condition of so-called 'fresh' goods is often questionable."

Charles P. Whiteman, president of the National Food Brokers Association, said that everyone was sold on Canned Foods Week but the canners, and asked that the canners support the advertising of this week to the consumer more generously. The convention voted in favor of an assessment on its members to raise funds for this campaign.

Honeywell Company Making National Campaign

Full-page national magazine advertising is being used by The Honeywell Heating Specialties Company, Wabash, Ind., on its temperature regulators for various types of heating installations. The campaign, which began in September, is the company's first national advertising. W. L. Huff, secretary and treasurer, informs PRINTERS' INK. Business papers pertaining to warm air, steam and hot-water heating and direct-mail advertising also are used. The advertising is directed by MacManus, Incorporated, Detroit advertising agency.

Warren, Pa., to Have New Evening Newspaper

The Warren Publishing Company, Warren, Pa., has been organized to publish an evening newspaper which will be called the *Tribune*. Publication will start December 1. The officers of the company are: Glenn Chapel, president; Perry A. Davidson, vice-president; Dr. Leroy Chapman, treasurer, and C. B. Hollanger, secretary.

Maypole Yarn Account for Portland, Ore., Agency

The Oregon Worsted Company, Portland, Ore., manufacturer of Maypole yarns, has placed its advertising account with the Joseph R. Gerber Advertising Agency of that city. A campaign is being conducted in Portland and Seattle newspapers at the present time.

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Your Paintings are Created to be Printed

THOUSANDS of people see the reproductions to one who sees the original painting. As far as final results are concerned the painting you purchase at great expense is no better than its reproduction.

Q Many reproductions are flat, sickly things, because they lack the fire and life their originals were endowed with by their creator, the artist.

Q In reproduction this epigram is especially true, "When we need a thing we pay for it whether we buy it or not." You usually pay for satisfactory reproduction. How often do you get it?

Q Here's a booklet about a new improved process of multiplying your paintings or sketches in black or full color with a higher degree of fidelity than has hitherto been thought possible. It's titled "Why Should I Use Postergraph?" It is prepared for executives only and will be sent on request, wholly without obligation.

The Postergraph Company

1270 Ontario Street

CHICAGO

CLEVELAND

NEW YORK

NOTE—FOR SMALLER SUBJECTS WE RECOMMEND PHOTO-LITH AS SHOWN BY
INSIDE SPREAD OF THIS INSERT.

When coffee causes trouble

drink **POSTUM**

OUR
ADVISING
NEVER

For curves
of steel
of iron
of glass

Thos. ck

TUM

for nerves
of steel
of iron
of glass

s. ck Co.

NEW YORK
 BROOKLYN 3:14 PM
 AT THE NEW YORK ST.

You Can Test This New Process

*without risk fortunately, and by the
best of all tests — that of contrast*

OF COURSE, you know the kind of reproduction you've been getting. Have us Postergraph your next display or poster and compare the differences.

COMPARE the differences in fidelity to original, in multiplication of technique or mannerisms of the artist, in brilliancy of contrast, and lastly, photographic quality.

THIS practical test has shown many buyers the way to more faithful multiplication.

THERE is no risk, because if the job is not all we say it is, it won't cost you a nickel.

AND you'll get the economy of fewer printings, because Postergraph gets results in five, six and seven printings that old line lithographers still require seven, eight and nine printings to approach in quality.

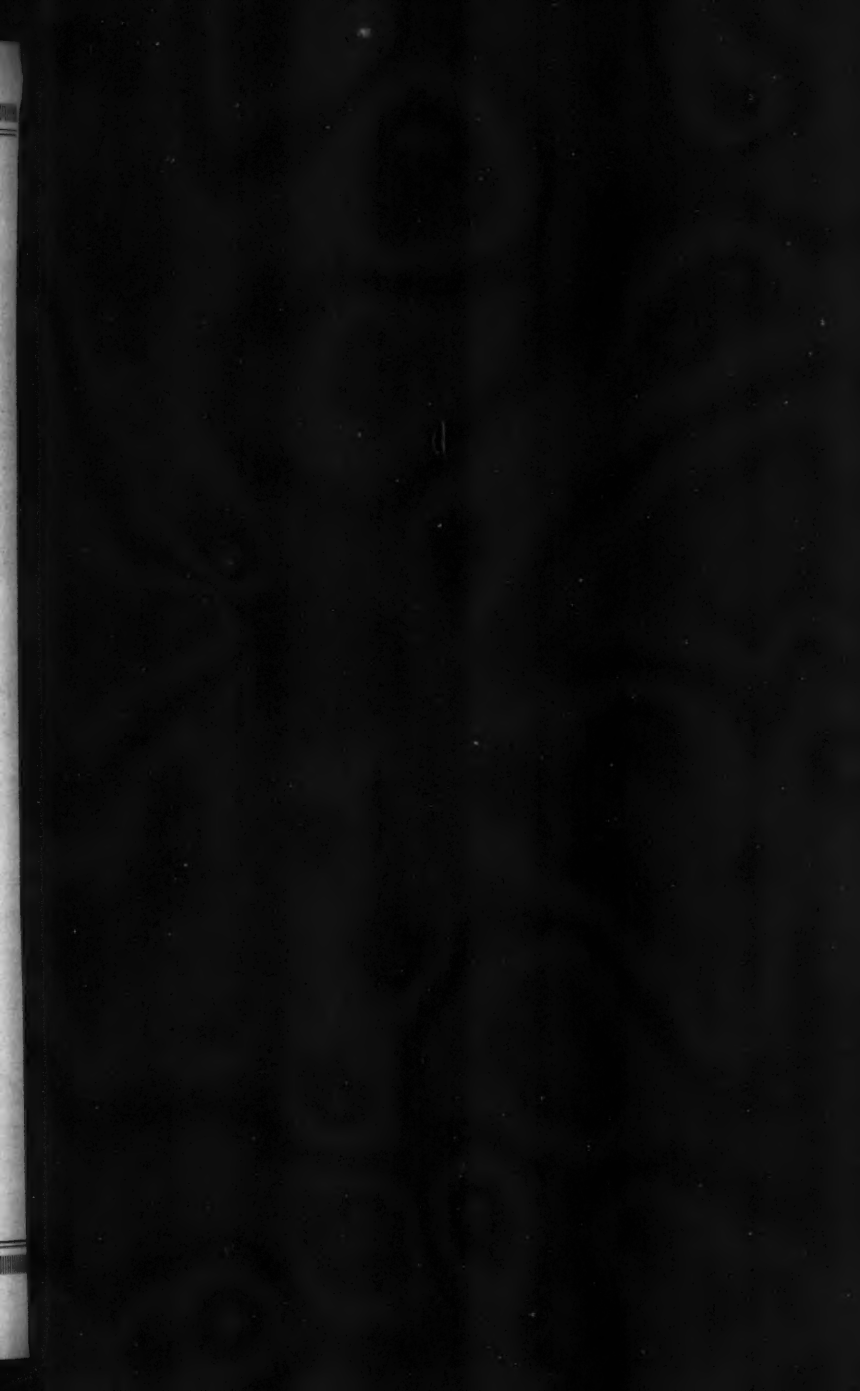
The Postergraph Company

1270 Ontario Street

CHICAGO

CLEVELAND.

NEW YORK



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Are You Neglecting Sixty-Five Per Cent of Your Market?

There May Be a Lesson for Many Industries in the Fact That Gas and Electrical Appliance Manufacturers, through Public Utility Distributors, Have Fertile Field Awaiting Cultivation That Has Been Neglected

By W. S. Vivian

Middle West Utilities Co.

[EDITORIAL NOTE: It frequently happens that while the majority of manufacturers in a certain field are concentrating their distributive attention on the same type of dealer, a few concerns, willing to play a lone hand, are finding it profitable to cultivate new classes of retail distributors.

This is not the situation in the electrical industry. The electric light and power company and gas company have not been entirely overlooked as retail outlets. But the sales potentialities these utilities offer is not thoroughly appreciated and this article supplies some facts and figures that will astonish a few and mildly surprise many others. In addition, the article may suggest that other industries are turning up their noses at what would be profitable retail distributors merely because everybody is playing follow the leader.]

THERE are two main channels through which the manufacturer and jobber of gas and electric appliances can distribute, one being the operating companies, the other being contractor-dealers.

It is the policy of the operating companies to encourage the contractor-dealer in the distribution of appliances to the fullest possible extent, for the obvious reason that it stimulates the use of appliances and the more appliances are used the more kilowatts of electricity and cubic feet of gas are purchased.

Early in the history of these industries it was necessary for the utility companies to sell merchandise and appliances in order to get new ways of using their product adopted by the public. Even so the primary purpose of electric and gas companies is to furnish electricity and gas and not to sell appliances. However, it is a big field with a big future. Its possibilities are only partially realized and there is plenty for both the operating company and the contractor-dealer to do.

When an appliance is wanted, the customer naturally thinks of the utility company operating in his neighborhood, the one from whom he receives service continuously; the one whom he pays money to at least twelve times each year for services received; the one he knows and has confidence in. The customer knows there is more involved than just the purchase of the desired appliance. He knows there is a service that must go with it, if maximum results are to be secured through a period of years.

Here is where the utility has a distinct advantage over the contractor-dealer. The utility is a permanent institution in every community. It has a real interest in satisfying its customers—and it can always be reached day or night, Sundays or holidays. Now, the very fact that we are discussing this subject implied that there are questions involved.

Are all gas and electric companies retail distributors? Are all of those that are, doing a good job at it? Are they making a fair profit from their merchandise sales? If all gas and electric companies ought to be retail distributors, why aren't they? Have manufacturers been as progressive in this matter as they might have been?

Suppose, then, in order that all may understand this situation better, that we refresh our memories a bit concerning the present status of these great utility industries and the wonderful opportunities the manufacturers and operating companies have with merchandise sales.

At the close of 1922 in the elec-

tric light and power industry there were 6,098 companies serving 12,206,590 customers in 15,750 communities. These companies had a capital investment of approximately \$5,100,000,000. Of these companies 4,081 operated merchandise departments. From a study made by an electrical merchandising publication, it is estimated that the electric companies sold merchandise amounting to \$215,825,000 to 10,041,600 units—an average of almost \$21 per customer.

Statistics show that there are only a little more than 20,000,000 of the commonest labor-saving electric devices having a retail sales value of \$782,865,000 in our American homes. These consist of:

7,000,000	Irons
3,850,000	Cleaners
3,500,000	Fans
2,915,000	Washers
1,260,000	Heaters and Radiators
1,000,000	Toasters
500,000	Percolators
116,000	Ironing Machines
10,600	Dishwashers

In the manufactured gas industry there are 966 companies serving 9,200,000 customers, 45,000,000 people, in 4,600 communities. These companies have an investment of approximately \$4,000,000,000. Gas is now used in 7,000,000 cooking appliances, 1,600,000 water heaters, 1,300,000 space heaters and 8,800,000 incandescent burners. New customers are being added to its mains at the rate of 350,000 a year. These companies sold approximately \$43,000,000 worth of appliances during the year of 1922—an average of \$4.67 per customer. In the natural gas industry there are 800 companies serving 2,651,904 customers in 2,400 communities.

In the 1923 report of the Merchandising Policy Committee of the National Electric Light Association, we read of eleven central station companies which, in three months, had merchandise sales amounting to \$1,892,935. The writer knows of six electrical companies the merchandise sales of which per customer in 1922 averaged \$14.46, \$10, \$9.94, \$6.80, \$12.80, and \$11.24 respectively.

These figures would indicate that in these territories the utility companies were selling about 85 per cent of all the merchandise sold. The quota for these companies in 1923 is \$20 per customer. Reports have been received from some of these indicating that some have already exceeded the \$20 quota.

While the use of gas has increased 100 per cent in the past ten years, and the use of electricity even a greater amount during the same period, still, we are told that only 40 per cent of all homes are wired for electricity and less than 6 per cent have any household electrical devices. In addition, electricity is rapidly being extended to the farm, where 30 per cent of our population live. All of our rural population will become customers in time. These 6,500,000 farmers offer a tremendous field. It is true that if the farmer is to get real electrical service, a vast amount of electrical farm machinery must be invented and manufactured. This means that only a good start has been made in selling gas and electrical devices.

Depending on the community and location of office, from 40 per cent to 75 per cent of our customers step into our utility offices each month to pay their bills. What an opportunity! It is obvious that the utility should act for its customers as a medium of distribution for comfort and labor-saving appliances. It is the duty of the utility to advise its customers and the people within its community as to the best appliance for a specific purpose. The customers look to the utility for this advice and have confidence in what it recommends.

Practically every appliance sold must be properly demonstrated; the customer must be thoroughly schooled as to its proper use. Some appliances require more schooling than others. For instance, the ironing machine, dishwasher and electric range. The average housewife cannot master the ironing machine until she has been thoroughly schooled by a competent demonstrator. The same is true of the other ap-

pliance mentioned. At this time there are few manufacturers who will spend time and money along these lines. To them it is needless expense. To the utility it is of paramount importance, absolutely essential to success, not only as a distributor of appliances and an organization selling service, but a duty owed the public.

Manufacturers, to a large extent, have not been far-sighted enough to see the advantages offered by the progressive utility in the smaller communities. They have been accustomed to concentrate their efforts in the large communities where only 35 per cent of the people live.

To invade these small communities, it is only necessary to make a few minor changes in the sales policy of these manufacturers. The expense of the selling organization would remain as at present. Stocks of goods could be placed as samples in display rooms of the utility where the goods would be demonstrated and billed when sold, thus placing the goods in service. The manufacturers' salesmen's salaries would be equal, the only difference being that in the small communities these salesmen would act as instructors to the sales organization of the utility or to any employees of the utility who act as part-time salesmen either inside or outside of the electric shops.

There should be a wider margin of gross profit for the utility, the present spread being approximately 30 per cent. This should be at least 45 per cent.

Sales methods now in use include, for regular salesmen, a drawing account of approximately \$50 monthly plus commission, averaging about 10 per cent of the selling price of the appliance.

Various communities and companies are placed in keen competition with one another. Each employee is interested in his or her community, district or division and consequently, is acquiring a keen knowledge of salesmanship. Many clerks, bookkeepers, and others have developed into real salesmen. They are trained to sell

stock, appliances or apparatus.

Students are employed during spare time and vacation periods on commission. It is planned to educate all the young folks possible relative to the business, the major portion of this responsibility resting with the various executives. Aside from this very important task, students with any inclination to earn or to start a bank account are encouraged and instructed in the science of salesmanship.

LOOK FOR THE ADDITIONAL SALES

The best possible salesman in small localities is the satisfied customer or the housewife. The appliance properly sold to the average housewife will mean many additional sales in that community.

Each district establishes a quota of gross sales income per month. This induces intensive activity toward exceeding these figures.

Today, successful sales campaigns are conducted in co-operation with a few far-sighted manufacturers. The manufacturer's representative furnishes a quantity of well prepared literature, advertising cuts and a proportion of the newspaper advertising expense, and in certain communities, one or two salesmen to assist the utility's organization. The appliances to be sold are furnished in sufficient quantity to meet expected demand with the understanding that any goods remaining unsold after a period of thirty days following the campaigns, can be returned to the manufacturer or shipped elsewhere, at their instructions, with full credit to the utility, thus avoiding an accumulation of appliances.

Numerous prizes are offered employees for improving sales results and for attractive window displays which suggest forcibly the selling idea or the electric service idea. Such contests are highly beneficial and have resulted in raising the standard of efficiency and attractiveness not only of window displays, but of interior displays as well.

Our experience indicates that the manufacturer, as a rule, is standing in the way of greater sales. As pointed out, some few manufacturers possessed of broad vision have seen the possibilities in the 65 per cent communities, but they are too few in number.

To rise to the opportunity then, it means that the manufacturers of electric and gas appliances must affiliate more closely with the operating companies. They must make the merchandise end of the business attractive and profitable. They must make suitable appropriation with which to carry on educational campaigns with operating companies as well as the public. When this is done, it will result in merchandise sales, far exceeding anything that has been experienced in the past.

Pep vs. Plans, Topic of Sales Man- agers' Debate

IS the salesman who has been "pepped up" by the boss better equipped to increase sales than the man for whom detailed planning and routing have been done? In other words is it enthusiasm or planning that puts the prospect's name on the dotted line? These are questions that the Chicago Sales Managers Association attempted to answer at its November meeting last week when four of the club's members debated the matter.

The subject for the debate was: Given a basic knowledge of proposition, Resolved that inspiring and enthusing of salesmen are more effective means for increasing sales than are detailed planning and routing of their work. The team representing the affirmative side stated its case as follows: The man who has enthusiasm will work out his own plans and routing problems. The man is the real asset; the plan can only be contributory. Most sales managers are intemperate in their methods. Too great planning by someone not in the field and not so familiar with conditions in the

field as the salesman will make him suspicious. Planning a salesman's efforts tends to make him no more than a machine.

Against this the negative argued that playing on a salesman's enthusiasm never brought more than a temporary increase in sales. The greatest mistakes in selling come as a result of errors in planning. There is a certain amount of planning that is really an executive job for which no salesman can be held responsible. That belongs to the sales manager. It should belong to the sales manager or the man in the field is not free to give all his time to selling. Territories yield their greatest volume in return for careful organization and planning in the home office.

No decision was rendered. The question was discussed at length following the debate and it was the consensus of opinion that enthusiasm and planning were too good a team to be broken up.

New Accounts for Kirtland- Engel Agency

The Kirtland-Engel Company, Chicago advertising agency, has obtained the account of the American Radio Association, Chicago radio correspondence school.

Madame Grace Earl, Chicago manufacturer of "Jiffi" nail polish, the Kolax Shaving Cream Company, Chicago, and the Utility Corporation, Zeeland, Mich., chick hatchery, also have placed their accounts with the Kirtland-Engel Company.

Trade-Marks Wire for Radio Use

The Acme Wire Company, New Haven, Conn., Acme wire products, magnet wires, and coils, etc., has made application for registration of the name "Celatsite" for use on a special tinned copper wire for radio hook-up use. Advertising of the product is confined to New York newspapers for the present, and is handled by the George Batten Company, Inc.

D. M. Comer Joins Katz Special Agency

David M. Comer has been appointed assistant to W. D. Shank who has charge of the Kansas City office of The E. Katz Special Advertising Agency, publishers' representative. Mr. Comer was formerly with *Tavern Talk*, Kansas City, Mo.

Now nobody has to cross the bridge to get to Bundscho's. For the convenience of the new advertising colony north of the river our shop at 10 East Pearson is ready to deliver the same fine, prompt service that makes our Loop plant such a busy place.



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON • 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

What makes M^cClure's



M^cCLURE'S is announcing through the dominant newspapers of the country a program for 1924 which will make it the most significant magazine in America.

Fact: Detective stories of real life, by some of the greatest detectives of this generation; out-and-out news articles giving the "inside" of important events, of which "The Historic Tragedy of Meyerling"—the exclusive disclosure of the facts in the fateful Royal romance which helped make the War—will be an example; intimate biographical and personality material, like F. W. Woolworth's Autobiography, which ends in the January issue; articles by leaders in national affairs on business, economic, social, and political problems.

Fiction: The vital sort of "chuckle" story which brings really restful relaxation to the overworked executive; stories of adventures, travel, and exploration—tonic to the tired mind and listless spirit; dramas of love, intrigue and war, reflecting life as it is lived hardest and most heroically.

A strong, absorbing program for men, *in the magazine made for men.*

M^cCLURE'S

25¢

What M^cClure's makes



M^cCLURE'S makes friends of men—the high-type, discriminating, ready-money men who are the logical customers for your product. *Your* advertisement within its pages gets the benefit of the already demonstrated, come-back interest of men in the editorial contents of the magazine.

McClure's makes advertising to men efficient and economical, by deliberately confining its appeal to the minds of men. The magazine is built upon the principle of unlimited service to a limited group—advertisers as well as readers. These readers are a huge but compact and mobile army of men susceptible to the suggestion of your selling message. Why buy uninterested circulation when you can avoid it?

McClure's offers the outstanding opportunity in America today for merchandisers of men's goods. It is entering upon its greatest year. It will welcome your participation in the profits of this greatest year. Your investigation of these statements will be appreciated by McClure's now, by yourself afterward.

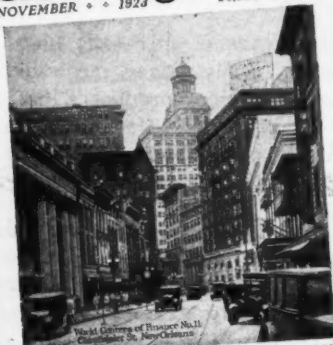
MCCLURE PUBLISHING COMPANY
80 Lafayette Street, New York

the magazine
made for MEN

The Burroughs Clearing House

NOVEMBER • • 1923

50,000 COPIES



World Center of Finance Null
 Chamberlain St. New Orleans
 IN THIS ISSUE THE APPRAISAL OF BRAINS IN NEW YORK
 SAVINGS ACCOUNTING, CHRISTMAS "CO-OPS"

The Burroughs Clearing House reaches at least one executive in every bank in the United States and Canada.

Are You Going After the Banker in 1924?

If so, the first thing you will find in investigating the bank field is that The Burroughs Clearing House is the only publication reaching EVERY bank in the United States and Canada.

When you learn of its influence among bankers, its pulling power for other advertisers and that its page rate is the lowest per thousand in its field—you are sure to place it, as many advertisers have, at the head of your bank list for 1924.

*Get the facts today—ask for
 a sample copy and rate card*

THE BURROUGHS PUBLICATIONS

Published by the Burroughs Adding Machine Company, Detroit, Mich.

Why the Advertising Business Should Drop Defensive Tactics

It Has Reached a Man's Estate, Says Stanley Resor, President of Advertising Agency Association, at Meeting of Western Council of Association

ADVERTISING men are too strongly inclined to take a defensive attitude. They are eager to be reassured that their work is sound and necessary. They are not confident enough of the place of advertising in the business structure, although it has proved itself an essential business force, which is no longer on trial. That is the kernel of an address by Stanley Resor, president of the J. Walter Thompson Company, as head of the American Association of Advertising Agencies, before the Western Council of the Association in Chicago, November 23.

After he had summarized some of the improvements in advertising practice and economies that had resulted from the association's standardization work, Mr. Resor asked all advertising men to start work on their most important problem, that of overcoming the widespread misconception of what advertising is. "Even a caricature, if presented in the form of reality, will seem like the truth to many people," he said. "And only too often does some caricature agree with the public's idea of advertising—something based on inspiration, immature ideas and snappy slogans, a business still tinged with Barnum and his famous epigram.

"Sometimes I think that we, in the industry, are too inclined to take a defensive attitude. Surely our industry has outgrown all need for apology and defense. It has proved itself one of the essential forces of business. It is no longer on trial. Advertising may be the youngest member of the business family; but it has already reached a man's estate. The misconception under which advertising labors arises largely from the fact that the whole fabric of all manner of living, as we know it

today, has been almost entirely made within the memory of living men. It is not to be wondered at that many of the vital forces in it are yet little understood.

"In advertising we can't take a text-book already written and convey the knowledge contained in it to other minds. In telling the public about any commodity we must first get our facts, verify our data and write the book. Only then can we attack the problem of teaching what we have learned. To make the whole thing more difficult our pupils are free to leave the classroom at any time. We start out from just one bit of firm ground. We know that if people want a thing they will pay for it handsomely.

THE AGENCIES' TASK

"But how about the products the people don't want, because they don't know about them, or because their standard of living has just brought them, for the first time, into the ranks of possible purchasers? Here's where the real problem for agencies begins—the problem of interpreting hidden values and technical superiorities in simple human terms. With very few exceptions every product and service on the market must be interpreted and described before it can be sold.

"In the older industries and professions distinguished figures in successive generations have contributed to the standing and general respect in which these industries and professions are held. In advertising it is more difficult to point to such instances of unquestioned ability, because in most cases our work is simply one part of a complicated whole. The direct relation between cause and effect, our work and its results, are

not easy to trace. Our work has no public identity. It does not bear our name. It simply contributes its part to some other enterprise.

"There are two definite steps that we can take toward earning that standing for our work that will aid in enabling us to do it in the most intelligent way. Wherever the opportunity offers, the first step is that of correcting the impression that advertising is a matter of cleverness and immaturity. This is no more true of advertising than it is of manufacturing. Secondly, because our work does not stand alone and cannot be judged alone, we need to be the more sure that our standards will be such that one will never permit advertising to be used unless the conditions which govern its use are right."

The Chicago meeting at the Blackstone Hotel was the largest in the history of the Western Council. It marked the beginning of a more active participation in the affairs of the council by agencies in the Middle West outside of Chicago, and seventeen of these agencies were represented.

James O'Shaughnessy, executive secretary of the association, reported that a survey of the advertising outlook for 1924 pointed to a substantial increase in the aggregate of advertising appropriations. Advertising agents are the custodians of modern prosperity, he said.

New Accounts for Charles W. Hoyt Company

The advertising account of the Putnam Knitting Mills, Cohoes, N. Y., manufacturer of Turknit wash cloths, has been placed with the Springfield, Mass., office of the Charles W. Hoyt Company, Inc.

The Doolittle New England Doughnut Company, Torrington, Conn., maker of Honeybee doughnuts, also has placed its account with the Charles W. Hoyt Company.

Dictograph Account with Guenther-Bradford

The Dictograph Products Company, New York, has placed its account with Guenther-Bradford & Company, Chicago advertising agency. The use of magazine and newspaper space is planned for this account.

Sir Herbert Morgan Heads British Convention Reception Committee

Announcement has been made by Andrew Milne, convention secretary of the International Advertising Convention, to be held in London, July 14 to 19, 1924, that Sir Herbert Morgan, who has recently arrived in this country, has been made chairman of the national reception committee. Sir Herbert is one of England's leading business men, and, "though born in the old country," the announcement points out, "he had the inestimable advantage of being brought up and educated in Peoria County, Illinois."

For many years he conducted the business and organization columns of the *Daily Telegraph*, owned by his friend, Lord Burnham. Then, after acting as associate editor of the London *Sunday Times*, he gave up journalism for business and is now director of the firm of A. & F. Pears, makers of Pears' Soap.

During the war his close friend and associate, David Lloyd George, when he was first given the office of Minister of Munitions, gave him the task of getting munition workers. The famous full-page want ads run in 1915 were the start of valuable war activities in which he later acted as deputy director of national service. He was knighted for his war services in 1917.

In addition to his business activities, Sir Herbert is president of the London Sphinx Club, chairman of the Newspaper Press Fund, chairman of the 1920 Club and also chairman of the Moor Park Club, one of the most famous country clubs in England. He is also active in educational circles, being a member of the governing body of London University and of several of the great public schools.

Death of John Sundine

John Sundine, part owner and business manager of the Moline, Ill., *Daily Dispatch*, and for three consecutive years president of the Inland Daily Press Association until his resignation a year ago, died November 20 in Moline. He was 47 years of age.

Mr. Sundine had spent more than thirty years with the *Daily Dispatch*; first as carrier and reporter, then as a member of the advertising department, and later as business manager. In 1911 he acquired a half-interest in the publication, becoming associated with P. S. McGlynn. He was a fleet printer during the Spanish-American War aboard the U. S. S. *Lancaster*.

John C. Healy Returns to McCutcheon-Gerson

John C. Healy who previously had been with the McCutcheon-Gerson Service, Chicago advertising agency, has returned to that organization in the position of director of service and merchandising. Until recently he was with the Chicago office of Albert Frank & Company.

Make Your Layout Work Easy-



Go to Your Printer and Ask Him for Dummies of Distinctive Cleveland Folds

You will be surprised how much easier it will be for you to prepare your direct mail literature—if you employ some of the folds made by the Cleveland Folding Machine.

Not only do they give you ideas for good display but they also suggest how you may group your line advantageously so as to give equal prominence to several different items.

You will find many unusual forms which, because of their out-of-the-ordinary appearance, immediately catch the eye and center attention on the article advertised.

In this way they materially help, also, in increasing the returns which you will get from your direct mail advertising.

You will be glad of the help which these distinctive folds give you in your work. Get a supply of them from the printshop and see for yourself.

The Cleveland makes all the folds made by all the other folding machines—and a great number that none of them can make.

THE CLEVELAND FOLDING MACHINE CO.

1929-1949 East 61st St.

CLEVELAND

OHIO

Bakery Sells Electrical Appliance for Bread's Sake

The United Bakeries Corporation Is Selling an Electric Toaster at Cost to Put Bread on the American Breakfast Table in Large Quantities

THE "Toast for Breakfast" slogan of the American Bakers' Association is beginning to get results in many quarters.

The United Bakeries Corporation of New York is following the lead, having just started an active campaign to put more bread on the American breakfast table in the form of toast. Its method is to offer an electric toaster at cost.

A recent half-page newspaper advertisement of the Shultz Bread Company, a subsidiary of the United Bakeries, offered a \$7 electric toaster for the bargain price of \$3.16. This toaster was the feature of the advertisement, a full-size pen-and-ink drawing of it appearing at the top. Striking headlines told of the offer and the copy was devoted to a description of the article and the reason why it was being offered. "We have bought thousands of these toasters to get a very low price," the copy states, "and are selling them to you exactly at cost—\$3.16. Why do we do this?"

"To get you to use more toast. Toast is one of the very best breakfast foods. If you have a good toaster and make your toast with Certified Bread, we are sure you will use more toast, more bread. Certified Bread is rich bread and makes marvelous toast.

"Come to any of our bakeries, the addresses are under the pictures, or mail the coupon below, with \$3.16, and we'll send you the toaster postpaid.

"Act quickly! We have only a limited number of toasters and they'll go fast."

The United Bakeries Corporation of New York controls bakeries in many parts of the United States, covering some forty different cities. The toaster campaign will be carried on in every city where these bakeries are located.

As told in PRINTERS' INK of

August 2 of this year, several national advertisers have revamped their policies in order to give a helping hand toward boosting the domestic consumption of American-grown wheat. Breakfast is the one meal which offers the largest opportunity for bringing about an increased consumption of bread, bakers believe, and to get more people to eat toast is one way to take advantage of it. Although bread is used quite universally at luncheon and dinner, it is not an American custom to eat bread, as such, at breakfast. For a breakfast product it must be turned into toast and then it comes into serious competition with rolls, muffins and even cereals.

It seemed to the United Bakeries that the easiest way to make Americans toast-conscious was to offer them the easiest way to make toast and give them a toaster at a low price.

Naturally if this toaster campaign is successful, and it seems to be starting well, the stock of toasters having already been sold out three times, other bread makers besides the United Bakeries will benefit as will also the producers of bread-making materials and other allied lines such as butter, coffee, marmalade, jam and electric current.

Plan More Advertising of Tacoma

The Tacoma Lumbermen's Club, Tacoma, Wash., plans to continue for another year its campaign on "The Lumber Capital of America." The copy is designed to interest lumber buyers in Tacoma as a centre of lumber and forest products manufacturing. Lumber trade journals and a number of dealer helps will be used. The copy also calls attention to scenic attractions and the advantages of combining business and pleasure in a trip to the Pacific Northwest. The advertising is directed by The Izzard Company, Seattle advertising agency.

Getting Salesmen Enthusiastic When a New Product Is Added to the Line

Tested Methods for Winning the Enthusiastic Support of the Sales Force
in Putting Over a New Member of the Family of Products

By C. B. Larrabee

AT some time almost every manufacturer finds it desirable, perhaps necessary, to add a new product to his line. In certain fields new products are added frequently or old products are improved and changed in such a way that they become almost new. In other fields a manufacturer may add one new product in twenty years.

No matter how often a manufacturer does think it wise to increase his line he finds himself in the midst of a problem that offers many opportunities which can be realized only by overcoming as many pitfalls. A great many products are created and sent out with high hopes, only to dwindle and fail because of the overlooking of some obvious safeguard or a lack of enthusiasm in one or many of the links in the chain from production to the consumer.

There are certain tested methods of putting over the added product that have been tried successfully in the past and the manufacturer who will look into the experience of other manufacturers will find many precedents to follow and many pitfalls to avoid. It is the purpose of this article to outline briefly what is necessary to be done before the new product is ready for the market and then to show how the new product can be sold to the salesmen so that they can put their best efforts into selling it to the dealers. In a later article will be discussed the best methods of selling the new product to dealers and consumers.

The first thing to do before adding a new product to the line is, obviously, to determine whether it meets a demand or fills a need

on the part of consumers. New products are added for two reasons: first, because some other manufacturer is selling a like product with success, or, second, because the manufacturer feels that, although there is no other like product on the market, as soon as he offers his product it will meet with a real demand.

In bringing out a product of the first class the manufacturer must take into consideration his ability to better or at least match the competing product and the success that the competitor is meeting. With an article of the second class there is very little of a definite nature that can be determined. A certain amount of research, however, will help the manufacturer to determine whether there will be a demand for his new product and he will have to fall back on the experience of others to find out whether he can hope to advertise and sell it into success with a reasonable expenditure of time and effort.

If it is to be a packaged article the maker should be sure that he has the best possible package, made of the right material, formed into the correct shape and labeled according to the best experience of package designers.

Once this is determined he must then go over his plant to determine whether he can meet production demands. A new product sent out before the factory is ready to meet a reasonable demand will be snowed under a flood of unfilled orders. It is often much better to be over-supplied at the factory than to be under-supplied.

As a last step the manufacturer must take steps to assure

himself that the personnel of the home office and factory is heartily behind the new product and is willing to give it an enthusiastic backing.

Those, briefly, are the questions to be answered before the new product is manufactured.

Assuming that the new product can answer these preliminary questions the hard part of its task has just begun. It must now be sold first to the salesmen, then to the dealer, and finally to the consumer. Afterward, when it is once on the market and has met with a good initial demand, the advertiser must take steps to keep that demand in being, so that the new product will not be just a splendid rocket.

It is of utmost importance that the salesmen be thoroughly sold on the new member that is to be added to the line. If the line is large the salesmen are apt to regard any addition in the light of so much added burden and their attitude will be reflected by the dealer. If the line is small the salesmen will be inclined to feel that any addition makes their tasks so much harder by breaking up a compact, easily sold line. In other words the first resistance that the product will meet will be the company's own sales force.

This resistance, however, can be overcome and turned into enthusiastic support. How this has been done in many cases can be shown by the experiences of several manufacturers who have added new products successfully.

One of the most successful methods of selling a new product to its salesmen might be called the "O. Henry-Belasco" method. It is a combination of clever stagecraft, built on the efficacy of the surprise ending.

Several years ago the Cleveland Metal Products Company, maker of oil stoves, had occasion to bring out a new stove that was a great improvement on all previous models made by the company, and the executives felt that it was an improvement over anything on the market. The problem was to make the salesmen as

enthusiastic as were their bosses.

The salesmen were called to the factory for their annual sales convention and for a time the convention went on as usual with nothing striking to make it stand out over previous sessions. After a few matters of routine had been brought up the sales manager arose to make a speech.

LEADING TO THE CLIMAX

In his speech he began to talk about the oil stove of the future, telling what it would be like and how it would be an improvement over any current models. As the salesmen listened it seemed to them that they were listening to only a kind of prophecy of what they might be selling five or even ten years hence. Then in the midst of his speech the sales manager stopped and pointed to the back of the hall.

"The inventor of the new stove, gentlemen, is now standing in the rear of this room," he announced. The salesmen turned to see the president of the company. Before they could recover themselves and ask what it all meant the sales manager spoke again.

"And here is the stove itself," he said dramatically. Curtains behind him parted and the new stove was revealed standing in a flood of light. Beside it were models of almost every form of cooking device.

At a signal, utensils containing an equal amount of water were placed on each stove and the burners lighted. On top of each utensil was a dial on which were race horses and the words "start" and "finish." As the water began to heat the horses began to move.

Sensing the nature of the contest the salesmen began to watch the race with keenest interest, a few of them even offering to lay odds on the winner. Of course in the end the new stove won amid wild enthusiasm from the salesmen. When the race was over every salesman in the hall was an ardent rooter for the new stove.

The Peggy Paige Company, maker of Peggy Paige dresses, used a similar idea in explaining

CINCINNATI

**1800 Lines
sold
8500 Books
at 25 cents per copy**

Do motorists respond? There are the figures

The Enquirer advertised in its automobile section a book called the Motor Book—and with 1800 lines of advertising, it sold 8,500 books.

The interest that is manifested in Motor-dom in Cincinnati finds first and foremost expression in the Sunday Enquirer.

Tires, Accessories and Necessities
—all can be successfully exploited in The Cincinnati Enquirer, for it is the only Cincinnati medium through which the motorist shops.

THE CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

I. A. KLEIN
50 E. 42nd St.
New York

R. J. BIDWELL CO.
742 Market St.
San Francisco

I. A. KLEIN
76 W. Monroe St.
Chicago



Covers Cincinnati Every Day—Covers in the Way That PAYS

Open Letters to Advertising Agents

THE NATION'S BUSINESS



Published by
The CHAMBER of COMMERCE of
the UNITED STATES of AMERICA

Washington

July twenty-fourth

1922

Dear Mr. Johns:

When I asked an agent the other day what he would sell in presenting *The Nation's Business* broadly, he said:

"Two things

"First - the tremendous amount of goods purchased by your audience for corporations
and

"Second - the generous amount of goods purchased by your audience for themselves."

"What I mean is this," he continued. "Seventy-five thousand doctors would not represent this double buying power; seventy-five thousand ministers would not; seventy-five thousand and social leaders would not. Nor would seventy-five thousand lawyers. In fact it seems difficult to name another seventy-five thousand anywhere in any class that offers such a market for personal requirements and at the same time controls the tremendous buying power of thousands of corporations."

When you use *The Nation's Business*, therefore, you secure for your clients this double buying strength and insure for them the favorable acceptances of the most influential men in every community.

Mr. William H. Johns
George Batten Company
New York City

Victor Whitlock
Victor Whitlock
Director of Advertising.

P. S. This letter was first published in *Printers' Ink* over a year ago. Our circulation today has increased to 130,000 and the November *Nation's Business* is larger in advertising income than any other issue ever published.

FROM THE NATION'S BUSINESS

a new sales plan to its salesmen. While this idea was not used to put over a product but rather to introduce a sales plan, its basic principles can easily be applied to the former condition.

The sales force was called to a dinner at a New York hotel. In the midst of the dinner newsboys appeared shouting an "Extra" which was distributed around the tables. The "Extra" was an imitation newspaper describing the new sales plan.

By the time the salesmen had assimilated the news in the "Extra" the dishes were cleared away and the sales manager arose to speak. Beside him he had a big red book, the size of an overgrown atlas. In this book was the explanation of the new plan, and the sales manager then went over it page by page, explaining each feature. He also announced a sales contest. By the time he had finished, the salesmen were all rooting for the new plan.

The Hecker Cereal Company, in bringing out Hecker Jigtime ready-to-bake cake flour, sprung the new product on the salesmen at a dinner, the dessert course of which was a cake baked with Jigtime.

The Gillette Safety Razor Company also borrowed from the stage when it brought out its new model razor a couple of years ago. The fact that the new model was being brought out was kept a secret and when the salesmen were called to the home office they had no idea of what was in store for them.

On a certain day they were ushered into a dark room, which was draped with purple velvet. Before their eyes had a chance to get accustomed to the darkness the lights were flashed on in a miniature theatre at the front of the room, and they saw on a table two models of the new razor. As they watched, the cover of one of the boxes mysteriously raised, revealing the razor itself. A moment later the cover of the second box was raised in the same fashion. This was kept up until the new line was displayed in its

entirety. Then, and only then, did the sales manager explain the sales plans that were to sell the new razor to dealers. The display cost the company more than \$400 for material and wiring, but was worth a great deal more in results.

THE WHOLE STORY FIRST

Opposed to the surprise method is the plan of letting the salesmen in on the new idea from the first and asking their co-operation in its development. This has never had a striking try-out with a new product but the experience of Geo. P. Ide & Co., Inc., in selling its advertising to its salesmen points the way.

This company was contemplating its regular advertising campaign when it decided that it could win the heartiest support of its sales force by letting them in on the campaign. So it sent the salesmen sample advertisements and asked for criticisms on the general appearance of the advertisements, the illustrations, and their character. It then asked for suggestions as to how the advertisements could be improved, how they would impress readers and what newspapers the salesmen recommended in each town. Additional remarks were encouraged.

In this way the salesmen were given to feel that the campaign was partly their campaign and were its strongest backers when it was sprung. This idea could easily be adopted not only to the advertising of the new product but to the preparation of the product for the market.

A less dramatic method of announcing the new product to salesmen is by explaining it simply at the sales convention. This may not appeal to the salesmen's emotions, but a wise sales manager can conduct his explanations in such a way as to get his men solidly with the new product. When this is done, however, the sales manager must avoid any tincture of dullness in his presentation.

When the Tide Water Oil Com-

pany brought out Fordol, a lubricating oil for Fords, it wrote its salesmen asking them for the names of their twenty-five best prospects, the men they had always wanted to get but had been unable to win over. The use to be made of these lists was to get names of dealers to whom to send a teaser campaign, but the main thing to be considered here is that the company showed its salesmen that the new product was going to be used as a wedge for them to help them get their hardest prospects. It is needless to say that few salesmen neglected to send in their lists.

Another favorite method of getting salesmen behind the new product is to make it a feature of a sales contest. This plan has been used again and again, sometimes with great success. However, there are certain dangers to be avoided.

In the first place if the contest emphasizes the new product alone, the salesmen are apt to put all their efforts toward selling it with a consequent detriment to the whole line. To avoid this, a point system should be arranged so that salesmen win credit on every article they sell without putting an overwhelming emphasis on the new member of the family.

Second, the contest must be planned to carry out definitely the kind of work desired. If the company desires merely to get distribution without caring how much the dealer stocks, the emphasis should be placed on distribution. If, on the other hand, quantity counts, quantity should be the measure of the salesmen's efforts.

Now and then a company conducts what is in reality a teaser campaign to its salesmen. Letters implying something big that is about to happen, a postscript to regular salesmen's correspondence to keep up the interest, and various other means are used to supply the proper amount of mystery so that the salesmen will be more than eager for the big news when it comes. The danger of the teaser campaign is that it

will lead the salesmen to expect too much, so that their reaction when they finally discover the truth will be disappointment rather than enthusiasm.

AN EXPENSE-SAVING PLAN

What can be done with letters to salesmen was recently exemplified in the work of The Owens Bottle Company when it introduced the new Owens Tooth-Brush. The company did not want to wait to call the men in from their territories and also desired to avoid the expense if possible.

It had already prepared a broadside announcing the new brush to the trade, and one of these enthusiastic letters was sent to the salesmen:

"This is a big thing for you and your company" (said the letter in its closing paragraphs). "It's your first effort to market a product which is bought by the public in tremendous quantity. It will, wittily and truly, put the name 'Owens' into the mouths of millions. A great, outstanding success will help sales all along the line.

"The race is on, boys. Read the literature attached. Use the Owens Brush yourself. And get full of unequalled talking points. Then hit the jobbers in your territory, quickly, consistently, strongly. And the Owens Stapletied Tooth-Brush will go over in an irresistible way!

"Who's going to get in the first order? And who's going to clean up in his territory first? Are you? Here's luck."

A letter of this kind often will get the hearty support of the men, but it should be accompanied by advertising matter that explains the proposition thoroughly so that the letter can be used largely to instil enthusiasm. A letter that is too long or tries to explain too much will kill enthusiasm rather than kindle it.

There is little question that, all other things being favorable, the sales convention is the proper place to spring a new product on the salesmen. At the convention

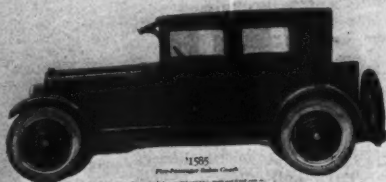
New York

Cleveland

Toledo

MacMANUS

Incorporated
Detroit



THERE is much satisfaction in a car with the sleek, spirited style of the improved Chalmers Six. But what is more deeply satisfying is a car so charged with life and power, so ready to glide smoothly and quickly on to its speediest gait, and so inviting to drive and ride in. Its high development of unusual performing qualities, as low than its individual design, gives to Chalmers a conspicuous place among the country's first few sixes. Chalmers Motor Car Company, Detroit, Michigan

The
Improved
CHALMERS
SIX

MacMANUS INCORPORATED

A name that inspires respect
wherever it is mentioned
in business discussion



their minds are filled with the work of the company and their enthusiasm is apt to be at its highest point. A little drama mixed with a little common sense will carry them off their feet, and if drama and common sense have been mixed in the right proportions there will be no disagreeable morning after awakening and the salesmen will go out to communicate their enthusiasm to the dealers.

Experience has taught that it is usually best to keep the salesmen in the dark about the new product. If rumors seep through to them they come to the convention with a "we know all about it, you can't show us" attitude that will dampen the ardor of the best sales manager.

Once the salesmen are behind the product one of the big points of possible resistance has been taken care of. They are now ready to go out and sell to the dealer with the right kind of sales enthusiasm. But if the salesmen are not properly sold they are in a position to kill the new product almost at birth. For this reason every manufacturer who is contemplating bringing out a new product should give especial care to the task of selling his own salesmen.

After the salesmen come the dealer and consumer. They present two definite points of resistance but the problem of selling the new product to either merges with that of selling to the other.

Pacific Coast Newspapers Appoint Katz Agency

The E. Katz Special Advertising Agency, New York, has been appointed national advertising representative of the Longview, Wash., *News*.

This agency also has been appointed California advertising representative of the Eugene, Ore., *Register*.

Clara H. Sachs Joins Honig-Cooper Company

Miss Clara H. Sachs has joined the Honig-Cooper Company, Inc., San Francisco advertising agency, as space buyer. Miss Sachs was for the last three years with the New York office of Evans & Barnhill, Inc., advertising agency, in a similar capacity.

Orders Unfair Sales Methods Stopped

The Federal Trade Commission has issued a cease and desist order against the Standard Education Society, of Chicago, requiring that concern to discontinue unfair methods in the exploitation of its product. The Society is engaged in the production and sale of a set of books known as the "Standard Reference Work" and a loose leaf service designated as "The Standard Blue Sheet Extension Service."

The misrepresentations indicated by the prohibitions contained in the Commission's order which the society must discontinue are:

(1) Representing to customers or prospective customers that the usual prices which it receives or has received for any book, set of books, or any publication, or any combination of books, sets of books, or publications, are greater than the price at which they are offered to such customers or prospective customers, when such is not the fact;

(2) Representing that any book or publication offered for sale by it is bound in "rich maroon levant," or other leather, when such is not the fact;

(3) Offering to its prospective customers honorary memberships in the Standard Education Society;

(4) Advertising that the publication designated as "Standard Reference Work" has been officially adopted by twenty-four States, or by any State.

Lee Puncture-Proof Tires to Be Advertised in Canada

The Lee Puncture-Proof Tire Company, of Canada, Ltd., has been organized with head offices in Toronto. The company's advertising account has been placed with the Toronto office of the Campbell-Ewald Company, advertising agency. An immediate introductory campaign is being planned.

Made Sales Manager of Altorfer Brothers

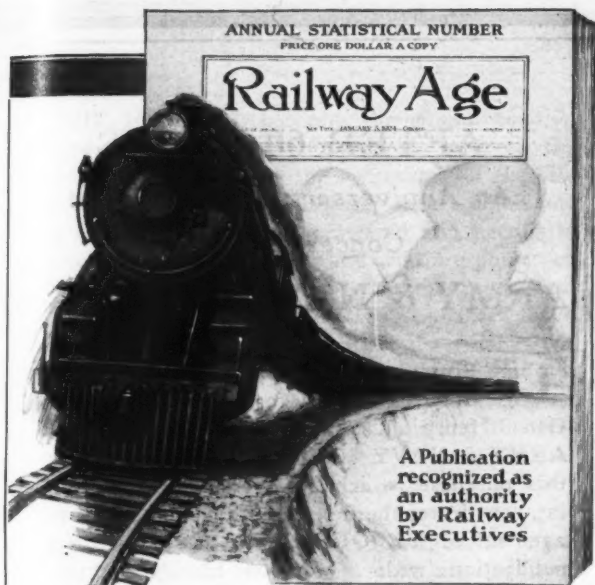
R. W. Gorham has been appointed sales manager of the Altorfer Brothers Company, Peoria, Ill., manufacturer of A B C washing and ironing machines. Mr. Gorham has been associated with the company for the last three years.

Hazador Corporation Account for Derby Brown

The Hazador Corporation, New York, folding cartons, has placed its advertising account with the New York office of the Derby Brown Company, Inc., Boston advertising agency. A national newspaper campaign is planned starting January 1.

With J. T. Costa & Company

C. R. Baender has become sales manager of J. T. Costa & Company, food canners, Oakland, Cal. He was formerly with *Coast Banker*, San Francisco.



A. B. C. and A. B. P.

A Real Market —

\$1,059,440,000 expenditures in 1923 — for additions and betterments to the physical properties of the railways—and even greater expenditures are predicted for 1924.

The Annual Statistical Number —

The unusual value to railway executives has been firmly established. More than 3000 copies of the 1923 issue were ordered in addition to the regular subscriptions, necessitating a second run.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

AFTER 60 YEARS

An Anniversary Announcement

Concerning The

ARMY & NAVY JOURNAL

THE Stuyvesant Company, publishers of TOWN & COUNTRY, in association with Brig. Gen. Henry J. Reilly, have purchased the ARMY & NAVY JOURNAL. Consummation of this purchase, which became effective November 1st, constitutes the first definite change in the management of the JOURNAL in 60 years. It is a publication with a famous history, occupying notably a clearly defined class field. Col. Church founded the ARMY & NAVY JOURNAL following the Battle of Gettysburg, as a gazette of the regular services. He died in 1917 after having conducted the paper continuously as owner and editor for 54 years.

WE OF the Stuyvesant Company are proud to have become publishers of the JOURNAL and consider ourselves fortunate in having Brig. Gen. Reilly associated with us in the ownership. In addition to a military record of great distinction he is a trained journalist. Under his editorship it has been effectively demonstrated that the JOURNAL will serve, as it has always served, the highest ideals of Uncle Sam's regular and allied services.

THE JOURNAL occupies the unique position of being virtually indispensable, first as the voice but particularly as the *newspaper* of the services. Here is a field embracing armies of officers and enlisted men, widely scattered and peculiarly self-centered professionally, and who are possessed of incomes guaranteed by the government, to whom the **ARMY & NAVY JOURNAL**, apart from official orders, is the only medium of service news. Now comes the National Defense Act, the first definite military policy in our history, creating an Officers Reserve Corps, and establishing the National Guard as an integral part of the Federal Service.

WE ARE entering upon the management of the JOURNAL with a solid paid circulation of over 14,000 at \$4.00 a year to service members and \$6.00 a year to those not in the service. We believe it is a reasonable presumption to expect a steady development of circulation in the broader field which has been created, without departing from sane methods. To our view it is an inviting field—one which inspires the utmost in progressive publishing policies—and we are prepared to give it our best efforts.

Franklin Coe
Publisher

NEW YORK:

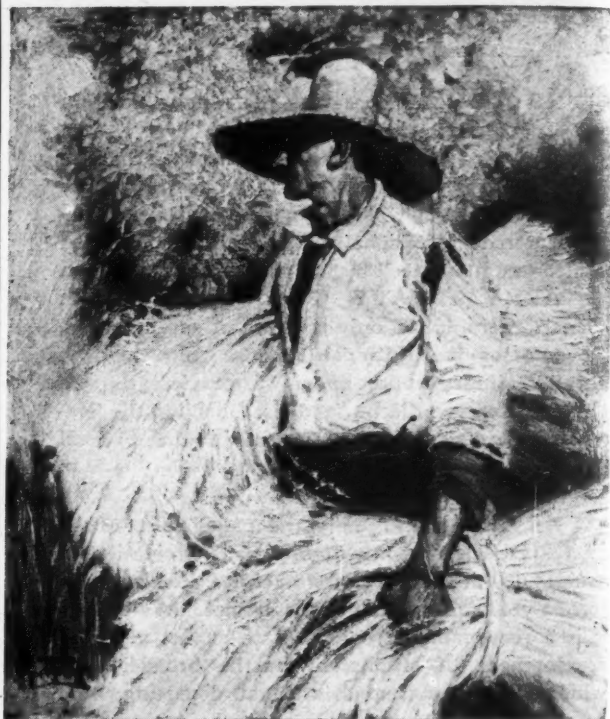
383 Madison Avenue

CHICAGO:

Wrigley Building

BOSTON:

127 Federal Street



The Harvest Tells

Sales are the only proof. We invite your study of successful Dominant Idea advertising based upon actual returns—merchandise sold: the harvest proof. Let us demonstrate our ability to help you reap results.

**McJunkin Advertising
Company**

FIVE SOUTH WABASH AVENUE, CHICAGO.



How a Newspaper Uses Advertising to Increase Its Business

Why the Advertising of Newspapers Should Penetrate through to Every Factor Having a Voice in the Selection of Mediums or in Increasing Appropriations

By James Mansfield Cleary

Manager of the Business Survey Department of the Chicago Tribune

WHAT has advertising to do with journalism? Everything.

The number of pages in any issue of a newspaper is determined by the amount of advertising which that issue carries.

The number of people who read a newspaper is determined very largely by the advertising which that paper does.

The money available for maintaining an adequate staff of reporters, editors, foreign correspondents, cartoonists, etc., is the result of advertising revenues.

There is a much abused quotation about a man making a rat trap in the woods and having a flood of business spontaneously generated, but it isn't true. Some baker out in Kansas may make a better biscuit than Uneeda, but he may not sell as many in a lifetime as Uneeda sells every five minutes. It isn't enough to make a good newspaper. You must tell the world about it.

In this regard the newspaper business has been exceedingly backward. It seems ridiculous, but many a publisher whose very living depends upon what merchants and manufacturers pay him for advertising space, doesn't himself believe in advertising. He reminds me of the old story of the gambling house proprietor who knew too much to risk his money at faro or poker, but lost it generously to the book-maker who in turn, having no confidence in his own game, paid it to a stock broker who, knowing the wiles of the market, played his earnings at a gambling house.

It may be a shocking parallel,

From an address before the Medill Journalists' Club at Northwestern University.

but the man who derives his revenues from advertising but fails to use this force himself must feel that he is cheating his customers even though he actually gives them good value.

TWO MAIN BRANCHES

The advertising which a newspaper does falls naturally into two branches: that which is designed to secure circulation and that which is designed to secure advertising. The latter is subdivided into three classifications: That to secure want advertisements; that to secure advertising from local merchants, and that to secure national or general advertising.

How best to advertise a newspaper is a debatable question. Many methods are open—all good. The important thing is the will to advertise, the conviction as to the value of advertising, the courage to keep it up.

A beginner in journalism about to devote his life as well as his evenings to journalism, should test any publication on which he works or intends to work by this standard. Does it believe in advertising? If so, it is apt to offer ever increasing opportunities for advancement to all connected with it. If not, he should keep away from it unless he is able to buy a controlling interest and inject the vitalizing policy into it. America is full of publications that will be veritable oil wells of opportunity for the men who add business and advertising methods to editorial ability.

In advertising a newspaper you must have conviction, faith in its merit. You must not take it up as an experiment. You must not spend a little money with the idea

that if it pays you will spend more. That means wasting the cost of the experimental campaign. You must spend a little money with the knowledge that you must spend a great deal more to make it pay.

You can advertise for a maid or to sell an auto and know the next day that the effort paid or did not pay. But when you advertise to build up a newspaper you cannot tell so quickly. Of course we get results from *Tribune* advertising, but direct, immediate results are never sufficient to make the advertising profitable.

We may spend \$50,000, for instance, on a circulation campaign and get 50,000 more readers. Has the campaign paid? Not yet. Our total receipts from circulation are less than we pay for white paper. Therefore every additional copy of the *Tribune* that we sell is money lost unless it enables us to increase revenue from advertising.

So our force of salesmen must go out to convert the circulation increase into advertising revenue. To help them we spend a hundred thousand dollars advertising to advertisers.

Even if the advertising is successful the money does not come rolling back in traceable volume. To understand why let us consider the difference between selling some brick to a corporation and selling some advertising to the same concern.

Let us say that a hardware manufacturer decides to build an extension to his factory at Springfield, Mass., and make and sell more of his electric irons.

He needs brick for his factory and many brick concerns call to sell it to him. They submit samples which he can hold in his hand, test, examine. He gets prices, terms of delivery—compares them all and buys his brick.

But when it comes to selling him *Tribune* advertising what happens? His original idea probably is that advertising is an unnecessary expense. He is making a good product, he has established relations with many thousands of retailers who buy his bolts and

hinges and other supplies. Therefore he will simply sell to those dealers and let them sell to the public. It takes some time for him to learn that this will not work in making a specialty in competition with others, also of good quality, with which the ultimate consumer has become familiar through advertising.

All this time our advertising has been talking to him. He decides to advertise. We continue to advertise to him, but it is hard to sell him on spending a large sum in a newspaper in a distant city. Finally he is led to consider the newspaper as a medium for his advertising.

When he gets to this point the question arises: Where shall he concentrate his newspaper campaign?—in the New York market, or the California market, or the Chicago market, or shall he advertise in a large number of small-town newspapers? Now, the advertising we have been directing at him really begins to function. All this time our salesmen have been calling on his advertising manager, his sales manager, his agency. But so have the salesmen of many other mediums. They have been making claims not so easily tested as those of the brick salesmen. The brick was probably bought by one or two men. The advertising is bought by a dozen or even hundreds of men. All the higher officials of the company express their opinions on the advertising policies and even the salesmen and dealers exert pressure. Advertising is bought on faith, and our own advertising to the manufacturer has inspired faith.

The advertising agency formulates plans after conferences in which space buyer, copy writers, service men and others participate. Many officials and then the board of directors pass on these plans. Through all this complex situation the *Tribune's* advertising must penetrate to every factor reiterating our reasons why the advertising should be done in the *Chicago Tribune*.

Sometimes a particular advertisement brings quick response

but in the main we must depend upon the cumulative effect of years of tireless work in changing many men to our way of thinking.

Since we cannot measure the value of each advertisement—its effect on readers—we must be exceedingly careful that every advertisement is as good as we can make it. Here again newspapers in general are singularly backward and deficient.

The advertising manager of a manufacturer or merchant has charge of the preparation and placing of advertising. The advertising manager of a newspaper has charge of the selling of advertising. He is really a sales manager. Often there is no one on the newspaper whose particular duty it is to write and place advertising for that newspaper. Almost anybody attends to it. Space is purchased in hit-or-miss fashion and copy is written by the publisher, the circulation manager, the compositors and the office boy.

The *Chicago Tribune* has five men and several artists on its payroll producing advertising to increase advertising. We also have the services of advertising agency copy writers. The advertising for circulation is handled separately.

The result of this is not only a large volume of interesting, convincing copy. One of the most important results is a knowledge of our own business. To keep our copy fresh and worth while we must study our proposition incessantly—analyze our circulation, investigate our market, check results. If we never ran a line of copy in any publication it would be worth while to have written it for the sake of the facts and arguments developed for the use of our salesmen. The *Chicago Tribune* spends more than a half-million dollars a year in advertising its merchandise.

Here is a summary of a few points concerning the advertising of a newspaper.

It is not enough to get out a good newspaper. Other men will get out good newspapers too. If you are to lead, you must sell

your good newspaper. Even if you have the only newspaper in the community you must sell it—advertise it—if you want to reach the greatest number of people. Even if your paper goes into every home every morning you must sell the wife on keeping one copy in the home and the husband on buying another copy to take downtown. The moment that you admit having attained the utmost possible—that moment you start to slip back and your destined successor in leadership begins to close the gap.

SUCCESS CAN'T SIT BACK AND REST

When your newspaper has a big circulation don't sit back and say that the advertising must flow in automatically. It must be sold. The *Chicago Tribune* has the second largest daily and the second largest Sunday circulation in the United States, but it also maintains the largest sales force of any American newspaper.

Buy with care the space in which you advertise and spare no effort in the preparation of copy. A great editor or a clever reporter may be a rotten copy writer for his own publication. He may be able to write a good advertisement for a tooth-paste or an automobile because he is a purchaser of tooth-paste and automobiles. He may address the advertisement to himself as he writes it and make out a good case. But when he attempts to sell advertising to advertising men he is at sea.

Above all, advertise with conviction, with enthusiasm, with determination.

The *Chicago Tribune* uses more millines of advertising than any other newspaper. The *Chicago Tribune* prints more millines of advertising than any other publication on earth. Therefore we are sincere when we tell you that advertising is of the utmost importance to journalism.

Frank S. Henry has joined the staff of A. J. Denne & Company, Limited, Toronto advertising agency. He was for a number of years with the MacLean Publishing Company, Ltd. More recently Mr. Henry has been with The Canadian Advertising Agency, Ltd., Montreal.

How Advertisers Are Securing Added Slogan Protection

SLOGANS cannot be registered under the Copyright Law. It is possible to secure trade-mark registration for slogans when certain conditions are complied with. It happens though, that most manufacturers do not advertise or use their slogans in such a manner as to permit them to secure trade-mark protection for their advertised phrases.

It was with this in mind that PRINTERS' INK started a collection of advertised phrases. The list has now reached a total of over 1,600. The slogans are listed in a card file which is arranged both alphabetically by the name of the concern using it and the phraseology of the slogan itself.

Of course, the inclusion of a slogan in this compilation does not prove its originality or does it mean that the concern which secured the registration is entitled to exclusive use of the phrase. The fundamental purpose of the PRINTERS' INK "Clearing House" for slogans is that it aids in preventing unintentional duplication.

The following are among letters recently received from concerns that asked that their slogans be included in the "Clearing House" in order to secure the added protection this registration affords:

WALWORTH MANUFACTURING COMPANY
BOSTON, MASS.

Editor of PRINTERS' INK:

Will you kindly register the slogan—"The Handy Helper in Every Home"—as applied to the Walworth Stillson Wrench?

This slogan has actually been in use for about four years.

WALWORTH MANUFACTURING COMPANY,
L. F. HAMILTON,
Manager, Sales Promotion Department.

BROOKS OF ILLINOIS, INCORPORATED
CHICAGO, ILL.

Editor of PRINTERS' INK:

One of our clients, the Dr. C. H. Berry Company, 2975 South Michigan Avenue, Chicago, has asked us to register the following slogan with your clearing house:

"Kremola for the Perfection of Your Complexion."

BROOKS OF ILLINOIS, INC.

THE PRUDENCE COMPANY, INC.
NEW YORK, N. Y.

Editor of PRINTERS' INK:

Will you please register the following slogan, which has been recently adopted and used by The Prudence Company, Inc.: "Prudence-Bonds for Prudent People"

THE PRUDENCE COMPANY,
O. H. KELLER,
Advertising Manager.

KAMAC PRODUCTS CORPORATION
NEW YORK, N. Y.

Editor of PRINTERS' INK:

Will you kindly register the following, which is the slogan for our pyorrhea remedy:

"Beslin Does More Than Prevent."
KAMAC PRODUCTS CORPORATION.

L. A. LIEBS COMPANY, INC.
NEW YORK, N. Y.

Editor of PRINTERS' INK:

Will you kindly register the following slogan, which has been used by us for some time:

"Lieswraps, the Highest Development in a Candy Box Wrapper."

L. A. LIEBS COMPANY, INC.
R. L. SELIGMAN,
Secretary.

AUTOMATIC BURNER CORPORATION
CHICAGO, ILL.

Editor of PRINTERS' INK:

It will be greatly appreciated by us if you will record the following slogan on your list of slogans:

"Heat—when you want it, as you want it."

AUTOMATIC BURNER CORPORATION,
E. H. HAUPT,
Advertising Manager.

AMERICAN METAL CAP COMPANY
BROOKLYN, N. Y.

Editor of PRINTERS' INK:

Will you please register the following slogan, used in our publicity matter and correspondence:

"Dexcal, a better seal isn't possible."

AMERICAN METAL CAP COMPANY,
P. C. DOYLE,
Sales Manager.

THE UTILITY CO., INC.
NEW YORK, N. Y.

Editor of PRINTERS' INK:

The writer has noted with a great deal of interest the great number of slogans registered in your files, and we would like to submit the following slogans, which we have used for a great many years:

"Gre-Solvent Cleans Hands Clean"
"Miles Ahead of Soap."

THE UTILITY CO., INC.

ANDRON HYGIENIC CO., INC.
NEW YORK, N. Y.

Editor of PRINTERS' INK:

Will you be kind enough to register the following slogan for us: "For tough beards and tender faces"?

This slogan is used in conjunction with the advertising of our new shaving cream, Latherite.

ANDRON HYGIENIC CO., INC.,
EDWIN A. PERLS,
General Manager.



THE SUPER-COVERAGE OF THE

Syracuse American

ASSURES IT

Largest circulation in Central New York
 58% coverage of merchandisable territory
 71% concentration in that territory
 Sells at 10¢—competitors sell at 8¢
 Lowest rate per thousand in territory
 Contracts still accepted at 15¢ per line

To the Girl who is thinking of her new Home

It's hard to leave a home and give the old place a new look. But when you think of the new home you want to live in, you will find it hard to leave the old one. The new home is a place where you can live in comfort and convenience. It is a place where you can live in style and elegance. It is a place where you can live in peace and quiet. It is a place where you can live in health and happiness. It is a place where you can live in the future.

Important Announcement

Have looked in the papers these days who are to be interested in the new home you want to live in. The new home is a place where you can live in comfort and convenience. It is a place where you can live in style and elegance. It is a place where you can live in peace and quiet. It is a place where you can live in health and happiness. It is a place where you can live in the future.

Hotpoint SERVANTS

EDISON ELECTRIC APPLIANCE CO., Inc.
Sole U.S. Patent Office, 31 East 42nd St., New York City

And many other features:
Electric Range
Electric Dishwasher
Electric Refrigerator
Electric Freezer
Electric Stove
Electric Sink
Electric Tub
Electric Bath
Electric Shower
Electric Toilet
Electric Bidet
Electric Sinks
Electric Tubs
Electric Baths
Electric Showers
Electric Toilets
Electric Bidets

The advertising of Edison Electric Appliance Co., Inc., is handled by The George L. Dyer Company.

EXECUTIVES who formulate sales and advertising policies read the PRINTERS' INK Publications. Every issue contains more than twenty articles dealing with the problems that face the president, the vice-president, the sales manager, the advertising manager and every executive who is interested in selling and advertising.

Edison Electric Appliance Co., Inc. individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:*

NAME	TITLE	WEEKLY MONTHLY	
G. A. Hughes	<i>President</i>	Yes	Yes
A. H. Jaeger	<i>Manager Appliance Division</i>	"	"
G. Call	<i>Manager Hotel and Restaurant Equipment</i>	"	"
Jno. A. Kick	<i>Sales Promotion Manager</i>	"	No
H. T. Van Riper	<i>Chicago District Sales Manager</i>	"	Yes
A. W. Krueger	<i>Assistant to Mr. Jaeger</i>	"	"
H. J. Mauger	<i>Sales Department</i>	"	"

*Information furnished by Edison Electric Appliance Co., Inc.

George L. Dyer Company individuals who are readers of PRINTERS' INK and PRINTERS' INK MONTHLY.*

NAME	TITLE	WEEKLY MONTHLY	
J. W. Lee, Jr.	<i>President</i>	Yes	Yes
W. L. Dotts	<i>Vice-President</i>	"	"
W. G. Van Schmus	<i>Secretary-Treasurer</i>	"	"
John Starr Hewitt	<i>Director and Head of Production</i>	"	"
R. L. Harriman	<i>Director and Merchandise Director</i>	"	"
Louis Grilk	<i>Director and Manager of Chicago Office</i>	"	"
Wilbur C. Cook	<i>Director and Account Manager</i>	"	"

*Information furnished by George L. Dyer Company.

The PRINTERS' INK Publications represent the work not of any individual, or small group of individuals, but the collective efforts of the nation's business leaders. It is these executives who both read and help write the PRINTERS' INK Publications.

To Sell Providence and Rhode Island Advertisers Should Use

The all-day service of

The Providence Journal and The Evening Bulletin

Rhode Island's Great and Influential Newspapers. Serving a prosperous and contented family of over 96,000 subscribers, they offer complete coverage of this profitable market at a rate of

21½c a line flat

These newspapers, because of their character, contribute far more than mere space and circulation to the business messages they carry. By virtue of their service to the ideals and interests of their State and Country, they have built up a reader confidence and influence which are of great value to advertisers.

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

BOSTON

NEW YORK

CHICAGO

R. J. BIDWELL CO.

San Francisco

Los Angeles

Manufacturer Becomes Advertiser after Reaching Age of Three Score and Ten

Bain Company Goes After Widened Farm and Dealer Market in Campaign Utilizing Prestige of Its Product

By G. A. Nichols

WHEN George Ewell started to make wagons in Racine, Wis., along about 1852, he had not heard of advertising as such. The same as some manufacturers even in the present stage of merchandising, his chief concern was with the production end. He took pride in making a good wagon, leaving the selling to his partner, a local hardware dealer named Bain.

Mr. Bain's attitude toward advertising, if he had any at all, was just about what might be expected from a retailer in a small frontier town in the middle of the last century. The thing simply was not done in those days. Mr. Ewell made the wagons and Mr. Bain sold them in the surrounding territory. They were used to transport goods to and from a little village built among the marshes on the shores of Lake Michigan and now known as Chicago. They were in the trains of "covered wagons" carrying pioneers to California and the great Northwest.

As the country grew, the Bain Wagon Company grew with it. As the virgin lands of the Central West were broken up into farms the Bain wagon had a constantly widening market, the advertising being of the person-to-person kind which never will cease having its place in the selling operation.

In the course of time Mr. Bain, after whom the company was named, dropped out of the picture and Mr. Ewell took full charge of the rapidly growing business. At Mr. Ewell's death his son, also named George, assumed control. In the process of devoting his life to the company and growing gray in its service he followed literally the conservative

selling ideas of his father. He could not see why a concern should advertise when it was selling wagons up to the limit of its manufacturing capacity. A distributing organization had been worked up and the proposition of interesting retail dealers was left to the sales department. But no effort ever was made to reach users of the wagons.

INTRODUCING MR. GRISWOLD

A few years ago Mr. Ewell, having passed the Biblical age limit, wanted to retire. Looking around for a successor he decided upon James F. Griswold, of the firm of Dixon & Griswold, distributors of Bain wagons on the Pacific Coast. Mr. Griswold had made a great success on the Coast through his energetic selling methods which were the exact opposite of those practiced by the company. He believed in advertising and used it.

Shortly after Mr. Griswold became president of the Bain Wagon Company the demand for wagons slowed up because of the farmers' difficulties. It became apparent that the company needed something to keep its admirers and customers reminded of the quality of its goods and to provide a means of going out and fighting for business. The outcome was that a few months ago the Bain company began to advertise, farm papers and business papers being the mediums used. The campaign has been started in farm papers of the Southwest and the idea is eventually to extend it over the country.

The advertising to the farmer is of a general and institutional nature. The series started in with the assumption that the farmer

naturally knew of the Bain and that the best results would come through emphasizing the various features of the wagon. Each advertisement of the series starts out with the wording "If it's a Bain you can be sure—" and then follows some one feature. In the first advertisement the thing the farmer can be sure of is "the

able business for himself. It is designed to keep the present Bain dealers thoroughly sold on the wagon and the company and to get new ones. Each advertisement invites all dealers interested in increasing their wagon sales and profits to write for the particulars about the company's proposition. The slogan "Horse Sense

Economy" is a feature of the entire dealer campaign and the institutional note predominates. No apologies are made to the dealer for the company's failure to advertise during all the years that have gone. Neither is there any effort to dodge the issue or to go along just the same as if advertising always had been a part of the company's selling activities. The dealer is informed of the company's decision to advertise, but the announcement is made in such a way as to constitute a real asset.

The dealer is reminded that the Bain business has been built on man-power in the factory and selling organizations and that to this is now added word-power through telling the simple story of Bain quality through advertising in

leading farm journals.

It is forcefully brought out that there is real profit for the dealer in this two-fold asset of man-power and word-power and he is encouraged to make full use of it in his business.

The increase in business since the campaign started has convinced Mr. Griswold and his associates that they were entirely right in their view that a concern, no matter how big or how many years in the business, could not afford to rest its case on prestige, age, reputation and quality.



Source: Bain tells farmer why wagon means history and prosperity. Bain tells dealer why wagon means profit. Bain tells dealer why wagon means profit. Bain tells dealer why wagon means profit.

**America's finest wagon built by one of
America's Oldest and Soundest
Wagon Manufacturers**

For 70 years the Bain organization has been devoted to a single purpose—to build the best farm wagon at the lowest practicable cost.

Today The Bain Wagon sells readily to buyers of good judgment because it delivers downright value at the right price.

And the superior merits of this staunch servant of transportation are being put before the farmer

by Bain advertising in the leading farm journals.

You can build a business on Bain—a highly profitable business based on the bedrock of selected materials, honest craftsmanship, and aggressive marketing.

If you are interested in increasing your wagon sales and profits, write us. Without any obligation whatsoever, drop us a letter or post card today.

THE BAIN WAGON COMPANY
Kenosha Wisconsin

THE BAIN WAGON

Horse Sense  **Economy**

EXPLAINING THE INSTITUTION BACK OF THE PRODUCT IN
BUSINESS-PAPER COPY

sturdy hubs will stand the strain." The copy tells how the company culls and assorts Bain hubs with exacting care. Another advertisement tells the farmer that in buying a Bain he can be sure "the tires are shrunk on hot under pressure" and in another "the hounds make a firm foundation." Other advertisements are devoted to spokes, skeins, paint and so on.

The advertising to the dealer is devoted to showing him how he can utilize the Bain reputation and the consumer advertising it is now doing to build up a profit-

"We of course have always had aggressive selling," says Mr. Griswold. "The fact that we have not advertised must not be taken to mean that we sat back in easy chairs and let the business come to us. Our salesmen have done singularly effective work in sell-

"But here is the point: When a concern does not advertise its growth is limited. It can go a certain distance and no farther. Why should a man deliberately restrict his opportunities? Why should he not experience the greater growth of which he is capable?"

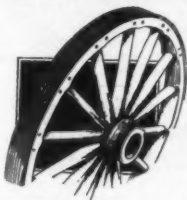
"A company may be getting along prosperously as our company always has done, have a brisk demand for its product which apparently is up to the limit of its capacity, make a satisfactory profit on its investment and then look around a bit only to see that it is rising to its opportunity only partially."

"A survey many times will reveal some surprising things in the way of showing a company what it is missing."

ADVERTISING BRINGS AN APPRECIATION OF THE MARKET

"In our case we found that despite all our years in the business we did not have anything like a full appreciation of the real extent of the market for wagons. In fact we had been selling our wagons so readily all along that we did not bother a great deal about going into possibilities. What we found out later, though, showed us that some people have erroneous impressions as to farm market conditions. We all have heard a great deal about the alleged disappearance of the horse, for example. Motorization of the farm has by no means crowded the horse out and never will."

"By the same token some persons might imagine that the wagon had passed the peak of its usefulness to the farmer. The fact is that today there are from eight to twelve million wagons in use on the farms of this country. It is indispensable for inter-farm transportation. And notwithstanding that the life of a good wagon on the farm ranges all the way from ten to thirty-five years the possible outlet for wagons is practically limitless. We can keep on selling wagons and encountering a big increase in business year by year without any fear of



*If it's a BAIN, you
can be sure —*

the Tires are shrunk on hot under pressure

Every tire on a Bain Wagon is individually fitted to the wheel. Then the tire is welded, heat-treated and shrunk on the wheel hot under hydraulic pressure.

The ironing on a Bain Wagon is extra heavy all the way through—and it is put on to stay for years of strenuous service. Cutting tires to fit each wheel takes time and costs money which are well repaid by owner satisfaction.

The long life of The Bain Wagon is the direct result of 70 years' devotion to one purpose—to build the best farm wagon at the lowest practicable cost.

THE BAIN WAGON COMPANY
Keweenaw Wisconsin

THE BAIN WAGON

Home Sense



Economy

HOW THE FARMERS' TROUBLES HAVE BEEN
FORESTALLED FURNISHES FARM-PAPER COPY

ing our wagon to the retailer. The retailer has pushed it because of its quality and value. In a manner of speaking it was advertised automatically. I am not one of those who say that advertising is an absolute essential if a business is going to be built up. The history of our company shows exactly the opposite to be the case.

the much talked about saturation point. This, if it comes at all, is so far away that it need not be considered at all.

"All this is why we are at last advertising after having experienced nearly three-quarters of a century of successful business without it. It merely is a proposition of visualizing the limitless possibilities in front of us and then going after them so as to realize upon them to the fullest extent."

Vigilance Committee Started Prosecution of Dr. Cook

"A real start in a nation-wide campaign against oil stock swindlers," is the way Lou E. Holland, president of the Associated Advertising Clubs of the World, characterized the conviction of Dr. Frederick A. Cook and twelve others on a charge of fraudulent advertising through the mails in connection with oil stock promotion at Fort Worth, Texas.

"These cases were brought to the Government's attention by the National Vigilance Committee. There are more than one hundred other indictments pending, and we are working on many new cases," said Mr. Holland, who added, "It is the duty of every citizen to forward to the Postmaster-General at Washington any oil prospectus, or other stock jobbing circulars, which he thinks fraudulent."

Buy "Army & Navy Journal"

The American Army & Navy Journal, Inc., publisher of *The Army & Navy Journal*, has been purchased by Brigadier General Henry J. Reilly, formerly editor, and the Stuyvesant Company, publisher of *Town & Country*. The officers of the new organization are: President, Brigadier General Henry J. Reilly; vice-president, F. I. Thompson; treasurer and publisher, Franklin Coe, and secretary, H. J. Whigham.

Macy & Klaner, Inc., Chicago, have been appointed Western representatives, and Sweeney & Price, Boston, New England representatives. Russell K. Jones has joined the advertising staff and will cover New York, Philadelphia, and the South.

France Wanted Advertising Convention

France greatly desired to have the 1924 convention of the Associated Advertising Clubs of the World held in Paris, according to a statement made by Senator Paul Dupuy, of Paris, in an address before the New York Advertising Club on November 23. Senator Dupuy related in this address the fact that he had been in conversation with President Poincaré on this subject.

Portland Cement Has Half-Million Appropriation

The educational advertising campaign of the Portland Cement Association in which a large number of newspapers have been used during the last year, will be continued in 1924.

The decision to continue the campaign, which will cost about \$500,000, was made at the annual meeting of the association at New York last week.

Officers elected to serve in the coming year were: F. W. Kelley, Albany, N. Y., president; Blaine S. Smith, Chicago, first vice-president; L. R. Burch, New York, second vice-president, and John W. Boardman, Detroit, treasurer. With the exception of the treasurer, all were re-elected.

Anti-Freeze Solution for Automobile Advertised

The Canadian Industrial Alcohol Company, Ltd., Corbyville, Ont., which recently ran a Canadian campaign for its Maple Leaf Brand alcohol for general utility purposes, has commenced a campaign on Maple Leaf Brand denatured alcohol as an anti-freeze solution for automobiles. Newspapers from coast to coast, and trade papers, will be used. The Sydney S. Bowman Co., Ltd., advertising agency, Montreal, is directing this campaign.

Leon Allen to Join Van Raalte Company

Leon Allen has resigned as service director of The Economist Group, New York, effective December 17, to become director of sales of the Van Raalte Company, also of New York. Mr. Allen was formerly with the McCall Publishing Company, New York, and at one time was advertising manager of The Piqua Hosiery Company, Piqua, O.

H. M. Bourne Joins Dorland

Humphrey M. Bourne has joined the Dorland Agency, Inc., New York, as director of plans and service. He also has been elected a member of the board of directors. Mr. Bourne was recently chief of copy and production of the Gardiner & Wells Company, Inc.

Cigar Account for Martin Advertising Company

K. Sachs & Sons, Brooklyn, manufacturers of Littlemore and Saxonia cigars, have placed their advertising account with the Martin Advertising Company, New York. Newspapers, principally foreign language, are used.

Ben H. McCain Dead

Ben H. McCain, for many years vice-president in charge of the Chicago office of the Dexter Folder Company, New York, died at his home at Miami, Fla., last week.



Hearken !

—and so we have grown to these remarkable proportions from a very humble beginning in the course of three and a half short years. Mark you . . . sprouted up during these terrible years of the American reconstruction period. We have built a wonderful plant on superior values — a superior service.

LU-WIL-KO

Ad-Setting • Printing

725 So. La Salle St., Chicago

大阪毎日

日本は震害地復興のため
来々数ヶ月に五億并余の
物資を米および購求せし
てらるる

TRANSLATION:

"JAPAN will spend right here in AMERICA over
5 BILLIONS OF DOLLARS in the next 8 MONTHS
for AMERICAN MADE MERCHANDISE" T. Miyake

The Osaka Mainichi Shimbun

"The Osaka Daily News"
Dojima, Osaka, Japan

The Tokyo Nichi-Nichi Shimbun

"The Tokyo Daily News"
Marunouchi, Tokyo, Japan

See opposite
page

In Ruins But Rich

**JAPAN is recovering
from the "Quake"**

**"JAPAN will spend right here
in America over 5 billions of
Dollars in the next 8 months for
American made merchandise."**

You can reach over two and one half
million rich Japanese merchants,
manufacturers and consumers through

THE OSAKA MAINICHI
(newspaper)

4 papers—2 Japanese Editions—2 English
editions daily

TOKIO • OSAKA

**Combined circulation over 2¼ millions
daily**

For particulars communicate with

OSAKA MAINICHI

407 Tribune Building
New York City

Don't Advertise Blindly Use The News League Papers

We make investigations of local conditions for you.

We give dealers advance notice of your campaign.

We follow up your campaign with market surveys or a check up for results.

The News League

Member of A. B. C.

DAYTON, OHIO

Dayton (O.) News

Canton (O.) News

Springfield (O.) News **Miami (Fla.) News-Metropolis**

Combined Circulation
for October, 1923

100,147

National Representatives

Chicago
I. A. KLEIN
76 W. Monroe St.

Pacific Coast
A. J. NORRIS HILL
Hearst Bldg., San Francisco

New York
I. A. KLEIN
50 E. 42nd St.

How Direct Mail Audit Bureau Will Operate

Direct Mail Advertising Association Completes Plan for Audit and Appraisal of Mailing List Compilation Firms, Designed to Enable Direct-Mail Advertisers to Gauge Value of Lists

THE decision by the Direct Mail Advertising Association, Inc., at its recent St. Louis convention, to set up certain standards to be followed in the compilation of mailing lists and to establish an audit bureau for the administration of those standards was reported in PRINTERS' INK of November 1.

The Trade Practices Committee of the association, with Homer J. Buckley as chairman, has issued a report explaining the purpose of the plan, which is primarily to provide a rating of mailing list compilation firms of the United States and Canada for the guidance of direct-mail advertisers.

This rating, the report states, will enable purchasers of mailing lists to judge compilation houses on the basis of experience, library of reference mediums and facilities for rendering efficient and intelligent service in the compilation of the latest, most complete and most comprehensive mailing lists obtainable.

The procedure to be followed in putting in operation this audit and appraisal plan is described in the report as follows:

(1) The preparation by the Direct Mail Advertising Association of an examiner's report, setting forth standards.

(2) Each firm, subscribing to this audit and appraisal, shall agree to submit to annual or semi-annual examination its complete facilities, library and methods.

(3) This audit and appraisal to be conducted by a representative firm of certified public accountants to be selected by the Direct Mail Advertising Association.

(4) Each subscribing member to pay a pro-rata share of the expense of examination.

(5) A differential is to be established by the Direct Mail Advertising Association between those list compilers doing a business in specialized lists and those



An Innovation in Printing

WE EXPERIMENTED with the idea of turning our equipment and plant over to buyers of large edition printing and binding—we "sold" them our plant, our facilities, and our staff of advisers.

The laboratory stage is passed, and the appreciation expressed by several nationally known publishers and advertisers has made this experiment an established plan.

We want you, Mr. Buyer, to walk in this plant, survey the complete mechanical equipment, the staff of craftsmen, our shipping facilities, and feel that they belong to you and are acting under your instructions.

No matter where you are located, we are at your back door with this idea and service, and we would welcome an opportunity to acquaint you with further details concerning our plan.



Haddon Press
INCORPORATED

Where Federal crosses Nineteenth Street
CAMDEN, NEW JERSEY

engaged in the general mailing list service.

(6) No firm or individual not actually engaged in the compilation of mailing lists, either in a specialized field or in general lists, offering them for sale to the public, shall be admitted to membership in the Audit and Appraisal Rating Service.

(7) After the examinations have been completed each year, it shall be the duty of the Direct Mail Advertising Association to bulletin to all the members of the Direct Mail Advertising Association a detailed report of the audits and ratings given each subscribing member, to furnish copies of the report to all advertising associations throughout the United States and Canada, and also to all advertising publications.

(8) Each subscribing member to this audit service shall be furnished with detailed figures and data of their individual report, certified to by the auditors and attested to by the secretary of the Direct Mail Advertising Association, and shall be permitted to give widespread publicity to their rating and acceptance of the standards of the association.

(9) It shall be the duty of the auditors and the secretary of the Direct Mail Advertising Association to inform each subscribing member of any deficiencies that may exist, before publication of reports. Said subscribing member may then have thirty days to remedy conditions and submit to re-examination, and report then to be published without any further notification.

(10) This audit and appraisal service shall be confined to firms and individuals holding membership in the Direct Mail

Advertising Association, and who have signed the standards of practice of the association.

Factory Tests Conducted for New Shoe

Tests are being conducted in an experimental factory by C. C. Blake, of C. C. Blake, Inc., manufacturer of automatic machinery, Boston, which if successful, will bring a new shoe on the market. Mr. Blake has invented what is called the Blake welt shoe. The plans of the company call for the manufacture of machines for use in its own factories in making shoes for distribution in its own stores, according to Charles W. McDermott of C. C. Blake, Inc. These larger plans, he states, are dependent upon the results obtained from the experimental shoe factory and the advertising plans of the Blake welt shoe will not be definitely decided upon until these results are determined.

Moon Radio Account for Hewitt, Gannon

The Moon Radio Corporation, Long Island City, N. Y., has started a campaign in radio magazines. This campaign will be extended later to include the use of newspapers. This advertising is being directed by Hewitt, Gannon & Co., Inc., New York advertising agency.

If it's Knit Goods use these publications



These publications are the only journals devoted exclusively to the knit goods trade, and are followed closely by buyers and manufacturers everywhere.

For information write

Knit Goods Publishing Corp.

Suite 25-B, 321 Broadway, New York City

SAM MOSS, *remarks:*


"Both Mr. Cavanagh and Mr. Bensinger have such a sound knowledge of advertising art that when I turn a rough sketch - or campaign - over to them I just forget about it. I know it will come back on time and be a 100% job. — It is a pleasure to do business with them."

Sam Moss, Vice President of Campbell-Moss, Inc., has been an outstanding figure in New York advertising circles for 22 years. As a creator and judge of advertising art he has few equals.

CAVANAGH & BENSINGER

INCORPORATED

120 WEST 32ND STREET, NEW YORK

Telephone  Pennsylvania 1760

A Circulation Confined to Quality Farmers

Who have practiced "diversified crops" for years, entirely independent of the "wheat belt" means that

Rural Life and Farm Stock Journal

Readers always have MONEY to spend for products advertised in its constructive columns entirely independent of conditions.

When you can reach 51,663 of RURAL LIFE'S thriving clientele at the Low Rate of 35c per agate line, how can you overlook such a Wonderful BUY?

ERWIN L. TUCKER, Publisher

(Succeeding The Post Express Printing Co.)

8 North Water St.

Rochester, N. Y.

Eastern Representative :

THOMAS H. CHILD, Fuller Building, New York City

Western Representative :

HARRY R. FISHER, Mallets Building, Chicago, Ill.



ERWIN, WASEY & COMPANY
Advertising

CHICAGO

NEW YORK

PARIS

LONDON



All moved, now, and the same
good organization as ever,
with whatever additional ad-
vantage is given us by the
22,000 square feet of bigger,
better, brighter quarters
our fine new home affords



You may want to remember the New Chicago Address—
AMERICA FORE BUILDING, 844 Rush Street
Comprising the block within Pearson, Chestnut, Rush and Cass

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Antagonists of Church Union Advertise in Canada

The union of the Presbyterian, Methodist and Congregationalist Churches of Canada, which has been favorably voted upon by the official organizations of these bodies and now awaits the sanction of the Dominion Parliament in the form of a bill to incorporate the United Church of Canada, is being opposed by a strong body of Presbyterians who have organized themselves as the Presbyterian Church Association and are using newspaper advertising throughout the Dominion to explain the situation, as they see it, to Presbyterian adherents.

Large-size advertisements are being run once a week during November, December and January, supplemented by special local campaigns in certain districts. The copy quotes the provisions of the proposed bill, gives statistics regarding the voting, and urges Presbyterians who are antagonistic to Union to organize and resist.

The Montreal office of The Advertising Service Company, Ltd., is directing the campaign.

Pacific Coast Newspapers Define Advertising

"Anything that you are asked to print is advertising," was the definition of advertising adopted by unanimous vote of the first annual convention of Pacific Coast and Intermountain newspaper advertising executives and business managers held at San Francisco recently. Their action followed a discussion of the distinction between news and publicity. The slogan was suggested by J. Baum, business manager, Los Angeles Times.

The next meeting will be held at Fresno in May in conjunction with the annual convention of the Pacific Coast Advertising Clubs' Association.

Adds State to Registered Name

The Sterling Oil Company, Emlenton, Pa., manufacturer of oils, greases, wax, etc., and for which for years it has used its name as a trade-mark, has made application for registration of the name, "Sterling Oil Company of Pennsylvania."

"For the present we are confining our advertising to the vicinity within which our branches and distributors are located, which include Western Pennsylvania, West Virginia, and part of Ohio," R. S. Newton of the company, informs PRINTERS' INK.

New Publication for Enamel Industry

The *Enamelist* is the name of a new monthly magazine published at Cleveland in the interests of the porcelain enamel industry. The first number was issued in October. R. A. Weaver, editor, was formerly advertising manager of The Favorite Stove & Range Company, Piqua, O.



BE YE THANKFUL

National Advertisers, that you have in the Biloxi-Gulfport Herald a medium which enters, daily, 4,000 homes of far more than average buying ability.

Published on the Mississippi Coast, in the midst of a prosperous home and resort territory, the Daily Herald goes into most of the homes along this part of the Gulf Coast. It, therefore, has proved a profitable medium for the national advertisers who have selected it.

THE DAILY HERALD

Gulfport Mississippi Biloxi
GEO. W. WILKES' SONS, Publishers

The Billboard AMERICA'S FOREMOST Weekly THEATRICAL DIGEST

The Showfolks' Tastes

set the popular pace in
fashions of all sorts.

Once you sell them, your
appeal is "made" with the
general buying public.

Since its inception, The
Billboard has unerringly
registered the showfolks'
tastes, and they swear by
it as a buying guide.

Member A. B. C.

NEW YORK

1493 BWAY. BRYANT 8470

CHICAGO | CINCINNATI

35 50. DEARBORN | 25 OPERA PL.



Shuman
LABELS
in ROLLS

Save Time
Run through
Typewriter in
a Continuous
Strip

NEW LABEL CATALOG

Printed in Colors.
A Label Reference Book
for your files. Write for
it on your Letterhead.

SUGGESTION

Save on all your labels
by letting us figure a year's
requirements, shipping and
billing them as you need them.

THE FRANK G. SHUMAN CO.
Labels and Tags
Blatchford Bldg. Chicago

ALL
KINDS OF
LABELS
AND ALL
GOOD

SELL BY MAIL

Direct to the Consumer

The Mail Order Business is the shortest cut to profitable sales.

Mail Order Advertising

a monthly magazine filled with inspiring, constructive and instructive articles by the foremost men in mail order and advertising circles. Subscription price \$1.00 a year.

Specimen copy free on request.

MAIL ORDER ADVERTISING
7 So. Dearborn St. Chicago, Ill.

Paper Men to Advise on Forestry Problems

A means of making available to the Government, the thought of leading minds in the paper and pulp industry, has been provided in an advisory committee to work with the United States Department of Agriculture in formulating and carrying out its forestry policies which relate to the supply and use of timber in making paper and kindred products.

Secretary Wallace of this department has asked the following twenty men to serve on this committee:

George W. Sisson, Jr., president, Racquette River Paper Co., Potsdam, N. Y.; Col. W. E. Haskell, vice-president, International Paper Co., New York; Stanley C. Bayless, secretary-treasurer, Bayless Manufacturing Co., Austin, Pa.; E. B. Murray, vice-president, Union Bag and Paper Corporation, New York; L. M. Alexander, president, Nekoosa-Edwards Paper Co., Port Edwards, Wis.; D. C. Everett, vice-president, Marathon Paper Mills Co., Rothschild, Wis.; C. A. Gordon, vice-president, Oxford Paper Co., New York; Norman W. Wilson, vice-president, Hammermill Paper Co., Erie, Pa.; W. B. Nye, vice-president, S. D. Warren Co., Boston; George W. Ostrander, director, Finch, Pruyn & Co., Glens Falls, N. Y.; H. E. Fletcher, vice-president, Fletcher Paper Co., Alpena, Mich.; F. E. Bragg, president, Orono Pulp and Paper Co., Bangor, Me.; F. C. Clark, vice-president, Pejepscot Paper Co., Brunswick, Me.; David L. Luke, president, West Virginia Pulp & Paper Co., New York; A. C. Goodyear, president, Bogalusa Paper Co., Buffalo; Louis Bloch, vice-president, Crown Willamette Paper Co., San Francisco; Grellet Collins, president, Dill & Collins, Philadelphia; O. Bache-Wiig, vice-president, Wausau Sulphate Fibre Co., Mosinee, Wis.; Henry W. Stokes, president, Yorkhaven Paper Co., Philadelphia, and Hugh P. Baker, executive secretary, American Pulp and Paper Association, New York.

New York and Albany Printers Consolidated

The Williams Printing Company, New York, and the J. B. Lyon Company, Albany, N. Y., have been merged under the name of The Williams Press, Inc. The plant of the new company will be located in Albany and the executive offices will be in New York.

David L. Williams is president of The Williams Press, Inc., and Roy L. Atwood, vice-president. W. N. Jennings, Jr., is sales manager.

E. N. Fortson Joins "Elks Magazine"

E. Norval Fortson has joined the advertising staff of *The Elks Magazine*, New York. Mr. Fortson will cover Middle Western territory, making his headquarters at Chicago. He was formerly with Rufus French, Inc., publishers' representative, New York.

Within the Limits of the Silverprint

TO retain the spontaneous freedom of a pen and ink drawing with all the accuracy of detail so often necessary in the translation of photographic subjects into line, requires a rare combination of advertising intelligence and artistry.

Our staff of designers, figuremen, letterers and retouchers, all men of long experience, may be trusted to complete the most difficult technical work in this line as well as in all the other branches of Advertising Art.

LOHSE • BUDD

Advertising Artists

405 LEXINGTON AVE.
NEW YORK CITY



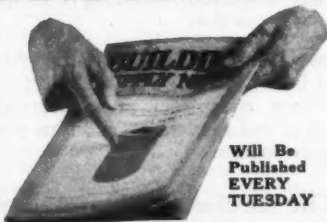
MURRAY HILL
2560

Important Announcement

To AGENCIES & ADVERTISERS Beginning Jan. 1, 1924

BUILDING SUPPLY NEWS

**The
DEALER
Paper
of the
Building
Industry**



So many subscribers voted "Yes" on the weekly that it will go over practically 100 per cent. Read what one dealer says:

J. Frank Smith, J. Frank Smith Lumber Co. (president, Indiana Builders' Supply Association), Lafayette, Ind.: "Personally I believe an every-week magazine will be better than every two weeks, for the reason it comes oftener to your desk, you don't have to wait so long to get the news, and the news will be more up-to-date, and I believe all around it would be better."

No business magazine ever published has a firmer hold upon the good-will of

its subscribers. Our appeal is wholly to the responsible, high-rated building supply dealer—a new force in the building industries, which already controls the selection and distribution of 80% of all building supplies manufactured in the United States.

SEND FOR NEW RATE CARD and permit us to help you plan a campaign that will give your products a *decisive dominance*.

BUILDING SUPPLY NEWS

405 Old Colony Building, Chicago

Member of Audit Bureau of Circulations and Associated Business Papers, Inc.

In Your Estimation

What group of consumer prospects represents greater buying power than those who compose the automobile owner list? There are now

14,000,000 Automobile Owners

in the United States, and Donnelley has listed them all

- by town, county and state
- by make of car
- by street address
- by R. F. D.
- by passenger car and truck
- by fleets

and every other manner practicable for business purposes.

Send for our new 24-page illustrated booklet "Automotive Markets and How to Reach Them." It tells all about these lists and about other features of our service—statistics, market analysis, advertising counsel, mailing service.

You will find the booklet interesting and instructive. You will find our services complete and thorough with prices fair. Let us know your requirements.

The Reuben H. Donnelley Corporation

652 South State Street
Chicago

Nevada, la.

28 West 23rd Street
New York

Send Inquiries to the Nevada Office

Turning "Spongers" into Regular Customers

A Newspaper Advertising Plan That Changed Credit Habits in Atlanta, Ga.

[EDITORIAL NOTE: Neither manufacturer nor jobber can expect prompt payment from retailers, if retailers cannot collect with prompt regularity from their customers. For this reason PRINTERS' INK calls attention to co-operative campaigns undertaken by retailers in various cities to change their communities from slow payers into prompt payers.

This time Atlanta, Ga., furnishes the specific example. For selfish reasons it would be well for manufacturers and dealers to tell their retailers of this campaign.]

"PAY up—and keep your credit good!"

That is a slogan which, featured in newspaper space and followed by cleverly worded advertising, has just brought wonderful returns to the members of the "Associated Retail Credit Men of Atlanta."

Last spring—to begin at the beginning—several retail credit men in Atlanta stores got together and determined to put a stop to certain abuses which had sprung up in the trade.

One of these abuses was failure to pay up bills on time. Atlanta merchants were used to carrying customers for thirty-, sixty- and ninety-day periods. They didn't mind that. But, unfortunately, many customers seemed to consider credit a courtesy to be extended without limit. They not only failed to pay at the end of ninety days, but they ran on and on, like the famous brook, forever.

Another abuse consisted in the opening of too many accounts. It was possible for a man to open a half-dozen clothing store accounts, for example, and never close out any of them. Instead of paying up their old accounts, people went and started new ones elsewhere.

So last spring—in March, to be exact—a number of retail credit men got together and decided to put a stop to some of these things which cost the stores good money. They formed the "Associated Retail Credit Men of Atlanta." Then they arranged an exchange feature

whereby any member, by telephoning the secretary's office, could get a line on any customer desiring credit. If the prospect was reported back as "slow" or "negligent" the member store could refuse credit—and so protect itself.

That settled the opening of too many accounts.

But it did not settle the business of getting money out of customers who were sixty, ninety and one hundred and twenty days in arrears on their payments. That problem still remained to be solved.

Finally it decided that the only way to get these back-sliders into line was through an extensive advertising campaign. If they could be made to feel ashamed of "sponging" on the merchants of the city, that would settle the matter. If they could be made to see that their negligence worked a hardship on the people carrying them, they would pay their bills.

Nine-tenths of the people on the credit lists, the association figured, were honest. They wouldn't intentionally cheat the merchants out of anything. They were just simply a little selfish—and a little more careless—and that was what lay at the bottom of the whole business.

What they needed was a waking up.

Such a campaign, the members of the association realized, would take money. So they went down into their jeans and dug up a fund of \$2,000 with which to institute the campaign.

The campaign started early in April with a full-page advertisement in three daily papers. "Pay up," the opening read, in letters three inches high, "and keep your credit good!"

And down at the bottom, in type no less plain and readable, ran this admonition:

"Pay all monthly bills in full before the tenth of the month."

They ran full-page advertisements; they ran half-page advertisements; they ran quarter-page advertisements. The public could not pick up a paper without finding one of them staring it in the face.

Always they began:

"Pay up—and keep your credit good!"

And always they ended:

"Pay all monthly bills in full before the tenth of the month."

The copy in between was well written, readable and forceful. It got across. And what is more, it got Mr. General Public's angora. He began to wonder if he was doing the right thing by his merchants. He began to realize that it wasn't a fair proposition to secure credit—and then pay when he darn pleased.

Before that campaign had run a week things began to happen. People began to come into the stores and pay up their back accounts. And before the campaign had ended it had paid for itself many times over. In the case

of several stores the campaign brought in fully \$2,000 in unpaid accounts. And not a single member of the association was out the money he put into the proposition. They all took in in back accounts a great deal more than they had paid out as their pro rata share of the advertising fund.

And just to show you how the merchants feel about it, they have made an appropriation of \$5,000 for next year's campaign.

Sherwin-Williams Sales Increase

The Sherwin-Williams Company, Cleveland, paints, varnishes, dyes, chemicals, soaps, disinfectants, etc. for the fiscal year ended August 31, 1923, reports sales of \$48,733,671, including those of subsidiaries in the United States only. This compares with \$40,343,742 in the preceding year. Net profits for the year including that from subsidiaries is reported at \$5,559,379, after taxes, against \$3,016,805 in the previous year. Patents and trade-marks are carried on the company's books at a valuation of \$171. All officers and directors were re-elected at a recent meeting of stockholders.

SARAH FIELD SPLINT

CONSULTANT

CHEMISTS BUILDING, 50 EAST 41st STREET
NEW YORK CITY

Expert Service for Manufacturers & Advertisers of Women's Products

Distinctive Booklets Educational Campaigns

Laboratory-kitchen

in Charge of Home Economics Specialists

Photographs for Advertising Copy

Among my regular clients are many of the leading manufacturers of foods, toilet goods, laundry products, household appliances, home furnishings, textiles, and wearing apparel

Kimberly-Clark Company's

HYLO ENGLISH FINISH

English Finish Paper as made by the Kimberly-Clark Company has a well finished surface that gives good results with fine screen halftones, but retains the rapid ink absorbing quality of a soft Machine Finished paper. Ask your Paper Merchant for a set of Printed Samples illustrating the manufacturing process, and showing the effect of 100 and 150-line halftone screens.

Hylo English Finish in regular sizes and weights is carried in stock and sold by the following Paper Merchants:

ATLANTA
The Chatfield & Woods Company
BUTTE
Minneapolis Paper Company
CHICAGO
Boscher Smith & Company
Chicago Paper Company
Fisher Thomas & Tucker Paper Co.
Swigart Paper Company
CINCINNATI
The Chatfield & Woods Company
CLEVELAND
The Fawcett Paper Company
DALLAS
Graham Paper Company
DENVER
The Carter Rice & Carpenter Paper Co.
Graham Paper Company
DES MOINES
Carpenter Paper Company of Iowa
Western Newspaper Union
DETROIT
Boscher Peck & Lewis
EL PASO
Graham Paper Company
FARGO
Western Newspaper Union

INDIANAPOLIS
Crescent Paper Company
KANSAS CITY
Graham Paper Company
Kansas City Paper House
LINCOLN
Lincoln Paper Company
Western Newspaper Union
LITTLE ROCK
Western Newspaper Union
LOS ANGELES
Western Pacific Paper Company
LOUISVILLE
Seaboard Paper Company
MILWAUKEE
The E. A. Brown Company
MINNEAPOLIS
Minneapolis Paper Company
NASHVILLE
Graham Paper Company
NEW ORLEANS
Graham Paper Company
E. C. Palmer & Company, Ltd.
NEW YORK CITY
The Chatfield Paper Company
OKLAHOMA CITY
Kansas City Paper House
Western Newspaper Union

OMAHA
Carpenter Paper Company
Field-Hamilton-Smith Paper Company
Western Paper Company
PHILADELPHIA
The Chatfield Paper Company
PITTSBURGH
The Chatfield & Woods Company
PUEBLO
Colorado Paper Company
SALT LAKE CITY
Western Newspaper Union
SAN ANTONIO
San Antonio Paper Company
SAN FRANCISCO
General Paper Company
SIOUX CITY
Western Newspaper Union
ST. LOUIS
Graham Paper Company
ST. PAUL
E. J. Sullivan Paper Company
TOLEDO
The Commercial Paper Company
WICHITA
Western Newspaper Union

Kimberly-Clark Company
-Established 1872-
Neenah, Wisconsin

BLEACHED REFINED GROUND WOOD PAPERS

Does Your Sales Material Represent You and Your Product?

Does the physical appearance of your labels, packages, window displays, folders and other forms of sales material express the personality of your product and the company it represents?

We have aided many manufacturers by presenting fresh, constructive viewpoints on sales material problems.

Have you such a problem?

A representative from our office nearest you will be glad to call and discuss your problems and offer suggestions without obligating you.

May we serve you?

We Specialize in

Booklets, Folders, Inserts, Catalog Covers,
Hangers, Window and Counter Displays,
Cartons, Labels, Pamphlets, Car Cards, etc.

KARLE LITHOGRAPHIC CO.

Offices and Plant
Rochester, N. Y.

New York: 512 Fifth Avenue
Chicago: 120 N. Wells Street

Boston: 7 Water Street
Philadelphia: Fidelity Mutual Bldg.

Pennsylvania Utilities Hold Advertising Conference

Many of the leading public utilities of Western Pennsylvania were represented at a conference held in Pittsburgh to discuss advertising as applied to their business. The conference was held under the auspices of the Pennsylvania Public Service Company Information Committee.

P. H. Gadsden, vice-president of the United Gas Improvement Company, Philadelphia and chairman of the committee, stated that "the purpose of the committee is to acquaint the public with the economics of utility operation. The time has now come when the economic feature should be stressed. Public utility executives recognize this and the companies once jealous of each other, have joined in the information-committee movement because they are convinced that economics rather than politics should be the basis of such information."

Major J. J. S. Richardson, director of the committee, in reading his report of the activities of the last six months urged liberal appropriations for advertising.

George W. Ritter Incorporates

The George W. Ritter Company, Inc., Chicago, has been incorporated under the laws of the State of Illinois to transact a general advertising business. It is capitalized at \$250,000 and will specialize solely in furniture advertising. George W. Ritter, president and general manager, formerly conducted an advertising business at that city as an individual. W. S. McHenry, vice-president, is sales manager of the Pullman Couch Company, also of Chicago.

"Standard Remedies" Buys "Proprietary Record"

The Standard Remedies Publishing Company, Washington, D. C., publisher of *Standard Remedies*, has purchased the *Proprietary Record* which was published by the Lightner Publishing Corporation, Chicago, and which will be discontinued. The offices of *Standard Remedies* until recently were located at Chicago.

L. W. Allan Joins Localized Advertising Corporation

L. W. Allan has resigned from the merchandising department of Southam Press Limited, Toronto, to join the staff of the Localized Advertising Corporation, Detroit, Mich. Mr. Allan was formerly connected with Grip Ltd., engravers, Toronto.

Doll to Be Advertised

The Perfection Rubber Company, Cleveland, manufacturer of Perfection brand rubber goods, contemplates an advertising campaign in 1924 on a recently developed rubber doll called the "Daddy Boy." Application has been made for trade-mark registration of the name.



Free. Holiday Stamping Offer

Until January 1, 1924 we will stamp your name, or a friend's name, in gold on the front cover of this Handbook without charge. Remittances for books to be stamped should accompany orders—and, of course, stamped books are not returnable. The offer is good only until January 1, 1924.

THE HANDBOOK OF BUSINESS CORRESPONDENCE

By S. Roland Hall

1048 pages, flexible Keratol, \$5.00

Here is a book—and a real book—for everyone who writes business letters. It will help you to keep on writing the kind of letters you are proud to sign.

It is a book for everyone—in the advertising field particularly. It is for the Calkines,* the Bryans,* the McCanns,* the Ryans,* the Shermans,* the Battens,* the Hoyts* and Van Pattens*—for the leading lights, for the lesser lights, in the agencies, in the advertising departments, in the space field, for everyone, everywhere good letters have to be written.

Hall discusses mailing lists, correspondence supervision, better English, working methods, management, and a score of other vital topics. He includes splendid sections on the right kind of selling letters, collection letters, adjustment letters, credit letters—letters to women, to farmers, to dealers, to salesmen, to professional men, etc. There are thirty big sections, each well worth the entire price of the volume.

For Section XXX alone 500 leading concerns paid \$24.

*With apologies for even this rhetorical assumption that there are more than one of you.



FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.
370 Seventh Avenue, New York

Cross out A or B

A. Send me Hall's B. Send me for 10 days' free examination Hall's Handbook of Business Correspondence. \$5 net, postpaid. I agree to remit for the book or to return it postpaid within 10 days of receipt.

Name to Be Stamped

Name

Address

Official Position

Name of Company

P. I.—11-29-23

Two First Class Men Wanted

MAIL ORDER MAN

New York advertising agency wants mail order man competent to handle important accounts, write the copy and act as contact man with clients. Must have had thorough experience in handling big accounts and a successful record. An unusual opportunity for the right man. In applying for this position address, "F," Box 65, care of PRINTERS' INK.

COSMETIC MERCHANDISING MAN

One of our clients, a prominent manufacturer of a line of cosmetics, needs an experienced merchandising man on part time or fee basis. Must have had extensive and successful experience in merchandising face creams, face powders, etc., and be able to advise and assist in planning and executing methods for quickly and effectively marketing new items in our client's line. In applying for this position address, "G," Box 66, care of PRINTERS' INK.

Experiments Uncover Copy Material for Technical Product

A Manufacturer of a Technical Product Finds That Translation of His Laboratory Research Reports into the Vernacular of the Consumer Gives Him the Key to His Advertising Policy

A TECHNICAL product in an epoch of specialization needs necessarily adequately to perform the functions for which it is designed or it falls down in the competitive race. For that reason the Adensite Company, Inc., New York, specialist in concrete textures, spent two years in technical research preliminary to advertising, employing several technical experiment agencies and laboratories.

The product, Adensite, is used as a liquid component of building materials, as concrete, for densification.

"The technical angle is one from which a number of building-material supplies should be viewed," said Thomas Moore, president of the Adensite Company, Inc., in discussing the company's advertising. "It is too often overlooked by the hasty manufacturer who has nothing in mind but sales returns."

When the time came to make decisions on the company's proposed advertising, Mr. Moore, with the fruits of two years' experimentation before him, recognized that the technical angle was the only logical copy angle to be used in advertising his product.

But this research information was couched in very technical language, hardly more intelligible to the average contractor than to the mere layman. The technical language of laboratory reports was entirely indigestible to his prospective customers. Obviously, an advertising appropriation would be wasted money unless contractors and builders were made to understand the advantages of using his product. The laboratory tests would show these advan-

Complete Advertising Service

¶ Close personal contact with clients in the East, Middle West and South:

¶ First-hand knowledge of sales possibilities and problems the country over.

¶ Counsel based on successful handling of accounts—among them some of the biggest.



The Chambers Agency, Inc.
NEW ORLEANS **ADVERTISING** LOUISVILLE
NEW YORK

Member American Association of Advertising Agencies, National Outdoor Advertising Bureau, Audit Bureau of Circulations.



Member of
A. B. C.—N. P. A.—A. B. P.
Chamber of Commerce, U. S. A.

An answer

to the persistent question

"Why do quality furniture manufacturers insist on being identified with

GOOD FURNITURE MAGAZINE?"

Advertising

The furniture business always has been, and apparently will continue to be, a staple industry. The resale of all articles of home furnishing is controlled by the furniture dealer. Excepting the case of a few specialties, successful consumer advertising by furniture manufacturers has not been achieved. Numerous efforts to revolutionize the natural flow of distribution have only resulted in a more powerfully established dealer control.

Selling the dealer is the most important factor in the distribution of home furnishings. The complete advertising service rendered through Good Furniture Magazine is based on the actual conditions prevailing in the industry. Thus our magazine has the respect and cooperation of that class of tradespeople whose consideration your client will most value.

GOOD FURNITURE MAGAZINE

The most nationally quoted, widely read, and closely followed publication in the field

tages. Thus the solution was apparent when consideration of the problem had advanced to this stage. It was: Reduce the technical data to the idiom of the man to be reached. So the telling of the tests in the vernacular of the average customer was adopted—and with success.

It has been said that to make an explanation lucid, a writer should consider his readers as an average child of perhaps ten years, and write in terms intelligible to the child. Mr. Moore hardly aimed so low, but he did write his copy for the self-made man whose education had probably been neglected, especially along scientific lines.

"In a way, our advertising campaign is an educational campaign," he said. "By this, we do not mean to arrogate to ourselves the function of teaching the builder how to do his own work, but we can and do show him how to use our material in his work.

"We have a number of competitors in this line, there being over 150 manufacturers in this

field. The majority have based their advertising campaigns on stating the results that could be obtained with their product. But in being armed with some very thorough technical work, we are going a little further than this. We can *show* the builder in language which we translate from the academic definitions of the laboratory to his vernacular.

"In our advertising, our seal (A Liquid Integral, Adensite, Its Function Guaranteed) persists and the matter is constantly changed. Each advertisement is a short, simply worded statement of some one fact concerning the use of our product in the field."

This type of copy has been adhered to with gratifying results. Several business papers of the building trade are used by the Adensite company, and, in addition, local building-trade papers in territories where active sales operations are carried on, in Philadelphia for example, where a permanent branch office is located.

"As we understand business-paper advertising in our line to

GEORGE JEAN NATHAN



—because he is the youngest, the most brilliant, the most daring and the most talked-of critic of the theatre today, has been chosen by SCREENLAND to conduct its monthly department of the stage.

SCREENLAND

The Magazine of Young Ideas

NEW YORK
119 WEST 40th ST.

CHICAGO
108 N. MICHIGAN AVE.

KANSAS CITY
1021 COCA-COLA BLDG.

SALES LETTERS

will not bring the best results unless they are scientifically written to actually sell

"THE ART OF WRITING SALES LITERATURE"

By Benson G. H. Durant will teach you in three lessons how to write sales letters scientifically.

To experienced advertising men this course of instruction has proved extremely useful. To the student who aspires to write, it is indispensable.

Not a lengthy, tiresome study but a crisp interesting treatise based upon the practical experience of a professional letter-writer.

Total Cost \$5

And sold on a money-back guarantee if not satisfied after first lesson. Fill in coupon and mail.

Sales Literature Inc.
161 Water Street, New York

Please send me full information about your letter-writing course.

Name

Address

Sales Manager

A CAPABLE executive of unusual ability as a business getter is open for a new connection December 1st.

He has had fourteen years of practical selling and advertising experience and has sound business judgment.

This man has traveled in all parts of the United States—is a student of present day merchandising methods—and can secure best results from salesmen.

He is married—and his present salary is \$10,000.

Address "H"
Box 197, Printers' Ink

be nothing more or less than an artillery attack to make an opening in the sales resistance," says Mr. Moore, "we are trying to confine our advertising or artillery attack to only the sections where we can follow it up by our infantry or in other words, our salesmen.

"We believe profoundly in advertising and the modest amount which we are doing, in our opinion, is a very paying proposition. Our original plans include an increasing advertising allowance as our company goes forward."

Changes on "Petroleum World"

Frank V. Long, formerly advertising manager of the *Pacific Marine Review*, San Francisco, has been appointed advertising manager of *Petroleum World*, Los Angeles, covering Pacific Coast territory. Robert E. Powell, formerly Eastern representative at Chicago, has been appointed Eastern manager at New York. Joseph E. O'Connor has been appointed manager of its Chicago office. Jay E. Jenkins, formerly advertising manager, continues in that capacity with the "Petroleum Yearbook," the advertising management of that publication having been divorced from that of the *Petroleum World*. Russell R. Palmer, formerly with the *Wisconsin State Journal*, Madison, Wis., has joined the staff of the *Petroleum World* at Los Angeles.

Larger Campaign for Sheet-rock Wallboard

The United States Gypsum Company, Chicago, is planning a larger campaign in national publications for 1924 on Sheetrock wallboard. J. J. Williams, advertising manager, informs **PRINTERS' INK**. Advertising in color will be used in several national magazines.

Swartwout Company Appoints Sweeney & James

The Swartwout Company, Cleveland, O., manufacturer of steam specialties, ventilators, ovens and metal buildings, has placed its account with The Sweeney & James Company, Cleveland advertising agency.

W. F. Herman Buys Hamilton, Ont., "Herald"

The Hamilton, Ont., *Herald*, evening newspaper, has been purchased by W. F. Herman, proprietor of the Windsor, Ont., *Border Cities' Star*. He formerly owned the *Saskatoon Star*, and the *Regina Post*, both of Saskatchewan.

Minneapolis
Tribune Supremacy
Reaches a New Peak

144,175
DAILY

173,802
SUNDAY

Average Net Paid Circulation of The Minneapolis Tribune
during the Six Months ending September 30th, 1923

These figures, from the publisher's sworn statement to the A. B. C., show

A Gain of 24,213 Daily
and

A Gain of 16,394 Sunday

over the six months ending September 30th, 1922

A Net Paid Circulation of

35,464 More Daily

35,713 More Sunday

than any other Minneapolis newspaper

The Minneapolis Tribune

John B. Woodward
New York

Guy S. Osborn, Inc.
Chicago Detroit St. Louis

C. George Krogness
San Francisco

Gravure Service Corporation, New York

Announcement

Effective

With the April, 1924, Issue
COLLEGE HUMOR
Announces a Change in Rates

Present Low Rate Will Apply
for February, April and June
on Contracts Placed Before
December 20th

PRESENT RATE

100,000 Circulation

Agate line, flat.....	.50
1 page (429 lines)....	214.50
2 columns (286 lines)...	143.00
1 column (143 lines)...	71.50
2d cover, 2 or 3 colors..	300.00
3d cover, 2 or 3 colors..	300.00
4th cover, 2 or 3 colors..	400.00

NEW RATE

175,000 Circulation

Line, flat.....	.75
1 page.....	320.00
2 columns.....	214.50
1 column.....	107.25
2-3 covers (2 or 3 colors)	450.00
4th cover (3 colors)....	600.00
4th cover (4 colors)....	800.00

APPLICANT MEMBER A. B. C.

College Humor

"The Best Comedy in America"

J. M. LANSINGER, Pub.
J. D. MACDONALD, Adv. Mgr.

Representatives

BRUNS & MACDONALD
First National Bank Bldg.
Chicago

GEORGE W. STEARNS
Flatiron Bldg.
New York

Seek Government Aid in Abolishing Trade Evils

As the outcome of a national conference of retail furniture dealers, held at Chicago, November 22 and 23, a special committee has been named, to collaborate with the trade relations committee of the National Retail Furniture Association and a committee representing the various associations of furniture manufacturers in a joint effort to have the abuses and evils of the industry corrected.

The committees will visit Washington in a body and lay the problems with which the furniture industry is confronted before the Division of Domestic Commerce of the Department of Commerce with the expectation that a solution will be arrived at.

Irving S. Paull, chief of the division, was one of the speakers at the conference, as were Franklin P. Jones, general counsel of the National Lumber Association, and Dr. O. E. Clingaman, director of the Bureau of Research and Information of the National Dry Goods Association.

Dealers from almost every section of the country, those connected with organized bodies and those non-affiliated, were in attendance. The call for the conference was made by the Illinois Retail Furniture Association and the Chicago Retail Furniture Association.

Automobile Advertising Men Meet

The advertising committee of the National Automobile Chamber of Commerce met at Cleveland on November 22 and 23. The first day was devoted to passenger car advertising problems and the second day to the motor truck. Among the speakers were M. F. Bradley, Durant Motors Corporation; George M. Graham, Chandler Motor Car Company; E. Le Roy Pelletier, Rickenbacker Motor Company; Robert F. Wood, Autocar Company; Henry R. Trumbower, and Ezra W. Clark, Clark Equipment Company.

Isaac L. Phillips Dead

Isaac L. Phillips, president of the Phillips-Jones Corporation, New York, died at his home in that city on November 22 at the age of fifty-two. Mr. Phillips is credited with much of the success of placing the Van Heusen collar on the market in the last three years.

Camden, N. J., "Courier" Appointment

Story, Brooks & Finley, Inc., publishers' representatives, New York, have been appointed national advertising representatives of the Camden, N. J., *Courier*. This appointment becomes effective January 1, 1924.

To a Certain Manufacturer—

He has secured or has partially attained a national distribution.

His investment in a sales organization and the market for his product justify the conviction that he is entitled to a more satisfactory net profit based on an increased volume of sales.

He is seeking a competent sales and advertising director whose experience, record, and common sense justify the assumption that he can get results.

TO THIS MANUFACTURER the Author suggests an early personal interview.

He cordially invites a careful investigation of his record. He would sooner blow *your* horn than his own. During ten years' experience he has never asked a salesman to get results that he could not secure personally.

His last service of six years, with a nationally known organization produced a gross revenue of over six million dollars in one territory under his jurisdiction.

His earning capacity has reached five figures, he prefers a reasonable salary with a bonus based on a percentage of sales over a fixed quota.

Address "T," Box 200,
care of Printers' Ink.

Good-By, My \$17,500-A-Year Job!

TO-DAY I am director of advertising and publicity of a \$20,000,000-a-year concern, leading an advertising staff of thirty.

Next month I shall resign because executive duties restrict personal creative effort.

My services for two days each week are offered in advance to advertiser or agency requiring ideas and complete execution for specific assignments, and willing to pay what those services prove themselves worth.

Address, "E," Box 64, Printers' Ink.

Chance of a Lifetime for Salesman

Exclusive sales agency for United States on new series of business training courses for all classes of office workers is now open to a corking good correspondence school, school-book, office appliance or specialty salesman able to command enough money to build up his own sales force.

One of these courses sold \$211,000 cash last year through mail advertising only, but complete series is now all ready to offer to office workers from office boy to president, through personal salesmen able to approach executives and interest them in new patented methods of personnel development 200% or 300% more effective than anything hitherto used. Address "J," Box 198, Printers' Ink.

The Human Side of the "East Side"

(Continued from page 8)

Some years ago plans were made to serve nourishing noon lunches to school children in New York City for a few cents. The dishes were American. Italian, Jewish and other foreign language kids asked for their characteristic dishes, like spaghetti. These were added to the school lunch menu, and not only gave more calories for the money, but the American kids liked them better!

When it comes to wearables, furniture and other American things, foreign language folks are at once eager to do the American thing—and they are under a handicap.

Look at the department store advertising in your own town and see if you find the combination of a picture and a price standing out blacker than the description. Department store men in cities with foreign language folks say that the latter buy chiefly through study of these combinations. They can't read English, but the picture is obviously a hat, and they can read figures, and discover that it costs \$2.78. Imagine the foreign language mother shopping for her family under these handicaps and you will see what it means to her to read advertising in our own language.

Rudy Dirks, the cartoonist, originator of the "Katzenjammer Kids," was told far into manhood by his German born parents that in Germany things were always done much better, and that in America—Ach! the way things were done! When he made a success with his comic pictures, and had enough money, he took his father and mother back to Germany for a vacation. Somehow, the Fatherland had changed for the worse since their day. Mother Dirks watched her women relatives cook, and said, caustically, "But in America we always use baking powder—don't you even know baking powder?" And Father Dirks, sternly ordered by a uniformed

Dominating the Fort Wayne Territory

A worth while market centering
in a high wage city of 100,000
people.

It not only is safe but also good
business to put the burden
of covering this field on the
shoulders of

The News-Sentinel

Fort Wayne's "Good Evening" Newspaper

Circulation now over

40,000

Represented by
McWatson, Inc.
New York City
The Allen Klapp Co.
Chicago (All Offices)

Fort Wayne Facts
A copy of the
News-Sentinel
"Fort Wayne Book"
will be sent on request



**with circulation concentrated
in the heart of it .. reaching two
out of three families .. all the "class"
and the "class of the mass" ... Over
200,000 evening and Sunday - and a
responsive dealer attitude won by
sound merchandising practice**

Detroit Times

H. A. Stretch
2 Columbus Circle
New York

J. K. Byrne
Hearst Building
Chicago

guard to stand back from the railroad train—did he want his head knocked off?—had somehow lost the old submission to "Verboten."

Rudy is a good deal of a practical joker, and had had his own ideas all along about how much better they did things in Germany.

"Now, mother and father, I must go back to New York," he announced one day. "But that needn't interfere with your visit home—stay as long as you like, and come back when you are ready."

"Ach! Rudy! Would you leave your poor father and mother here alone, so far from America?" they protested. And the united Dirks family came back on the same boat.

New York has been called a "much feared market" on account of its great size and the capital, organization and work needed to cover it, particularly in introducing new commodities. This fear usually takes into account only the English-speaking New Yorker. Add the foreign language population, and it may seem an unbeatable market.

Actually, New York is a metropolis in the marketing sense—a vast aggregate of separate markets, any of them capable of being worked alone, and many of them quite small. I have known a couple of young men to put a food specialty on a firm footing in a few months, with little capital, and as a side-line to business activities of quite another kind, simply by bringing it to the attention of hotel and restaurant stewards.

The foreign language factor doesn't complicate New York—it simplifies it by making just so many more separate markets. New York is a difficult market only if you try to break all the sticks at once instead of untying the bundle.

They're here, and you can talk to them in their own languages, but remember this:

Do not talk to them as Hebrews, or Italians, or Hungarians, but as Americans. Whatever you may have heard about the German vote, or the Russian menace, or

SALES MANAGER

for a concern selling an advertised article from door to door to the housewife. Preferably one with some actual door-to-door selling experience in addition to executive ability. One with sufficient energy, initiative and business training to have charge of a sales force, eventually, disposing of more than \$10,000,000 worth of merchandise yearly.

H. T. Fleisher
Oak Lane
Philadelphia, Pa.

If this advertisement does not apply to you, refer it to someone else.

Sales and Advertising Manager Wants Opportunity

For the past 12 years in complete charge of sales and advertising with large concern doing nation-wide business. Thorough knowledge and experience in training and directing sales force—in general and mail-order advertising. Well educated, have traveled extensively. More interested in future than in present income. Locate anywhere. Available immediately. Address "M," Box 69, PRINTERS' INK.

EXPERIENCED DIRECT MAIL MAN

with established sales record and organizing ability, available on part-time basis for responsible New York printing or lithographing concern that would be interested in organizing a practical Direct Mail Department as a means to increased profitable business.

ADDRESS "L," Box 68, CARE OF
PRINTERS' INK

the Jewish control, or anything else about New York's foreign language people being races apart—forget it! Nobody has yet succeeded in delivering the vote of any nationality, nor manipulating people of other languages in racial blocs.

Study some foreign tongue yourself for a week or two, try to get something like a meal, or a bill of groceries in that language, remember that all these folks born in other countries are up against the same obstacle and trying to become Americans in spite of it.

When you talk merchandise to them, talk American merchandise in the American language and have it judiciously translated by men who know the other fellow's lingo.

F. W. Foulds, Macaroni Advertiser, Dead

FRANK W. FOULDS, one of the earliest manufacturers and advertisers of macaroni in the United States, died November 20 at Waukegan, Ill. He was 67 years old. By many millers and wholesale grocers Mr. Foulds was looked on as the father of domestic macaroni in America because of his successful efforts to induce wheat growers in the Northwest to plant durum wheat from which macaroni could be manufactured.

Mr. Foulds is regarded by the grocery trade as the first large-scale advertiser of macaroni and related products such as spaghetti and noodles; and although his advertising brought no important results for years, he kept at it, believing strongly in the continuity of advertising effort. He began the manufacture of macaroni in Cincinnati in 1881 at a time when most of the macaroni consumed in the United States was imported. The package idea appealed strongly to Mr. Foulds and he is generally credited with being the first manufacturer in his field to see the advantage of package distribution as opposed to bulk sales.

Who shall decide what the public thinks?

BILLBOARDS and hundreds of newspapers throughout the United States for several months past have been carrying advertisements reading "Nestlé's Milk has 43% of Cream."

In the opinion of the National Vigilance Committee of the Associated Advertising Clubs of the World this slogan is "inherently misleading." The Committee's opinion, arrived at after a brief investigation, was sent broadcast in an official bulletin on August 24th, 1923.

Slogan Conceded Truthful

The National Vigilance Committee concedes that "technically" and "chemically" and therefore, actually, Nestlé's Milk has 43% of government standard cream. The Committee concedes that the question really at issue is not the truthfulness of the slogan, but is rather a question of the concept it conveys to the average woman. What kind of cream—light cream or heavy whipping cream—do women take the cream in Nestlé's milk to be? The Committee "believes" that this slogan will be interpreted by them to mean heavy cream. It has shown no desire to test the validity of its opinion.

Nestlé's Offers to Make National Investigation

Nestlé's Food Company has, however, proposed to the Vigilance Committee that instead of guessing at what the public thinks, public opinion be ascertained by means of a national investigation among 10,000 housewives. Should such an investigation prove the slogan to be misleading, Nestlé's Food Company agrees to withdraw the slogan. If, on the other hand, the National Vigilance Committee

be proved in the wrong, it would naturally be expected to retract the statements given in its bulletin of August 24th.

Vigilance Committee Prefers Own, to Public's Opinion

After due deliberation and full consideration of the Nestlé's Food Company's proposal—that the public be arbiters of what the public thinks—this Committee has decided that "It would be inadvisable . . . to join in the issuance of any questionnaires such as proposed!"

Nestlé's Food Company feels, in justice to itself, that all persons who received the complaint of the Committee should know the Nestlé's side of the case. Furthermore, it feels that in the interest of honest advertising, all advertisers should be apprised of the arbitrary attitude taken by the National Vigilance Committee.

The Nestlé's Food Company wishes to be on record as believing that the rights of honest advertisers are imperilled when their advertising may be arbitrarily condemned by such a body, acting as prosecutor, judge and jury. It takes this opportunity to voice its extreme displeasure at the action of the National Vigilance Committee.

NESTLÉ'S FOOD COMPANY INCORPORATED, NEW YORK

Makers of

NESTLÉ'S MILK FOOD FOR BABIES NESTLÉ'S EVAPORATED MILK
NESTLÉ'S LION BRAND EVAPORATED MILK NESTLÉ'S EVERY DAY MILK
NESTLÉ'S ALPINE MILK NESTLÉ'S CONDENSED MILK
NESTLÉ'S LION BRAND CONDENSED MILK NESTLÉ'S MALTED MILK

Advertising Manager

Available After Jan. 1st

Present position covers four years national advertising for a large well-known food concern. Have thorough knowledge of media; the production of advertisements and marketing methods. Experienced in sales promotion work by close contact with sales force and representatives. Age 38; Protestant; College Graduate; Married. Present employer knows of this advertisement and may be interviewed.

Address "K," Box 67, care of Printers' Ink.

A SQUARE PEG in a ROUND HOLE

A thoroughly seasoned advertising and merchandising man wants to get away from the monotonous round of an advertising agency copy desk, where hair splitting and comma chasing are the principal indoor sports.

If you are interested in executive ability of a high order, developed through fourteen years as advertising manager, agency executive and copy chief, sharpened by four years' successful creative work in New York on some of the largest advertising accounts in the world, address Square Peg, Box 195, Care of PRINTERS' INK.

After making only private brands for wholesalers and other large users of macaroni for a few years, Mr. Foulds established his own brand on which he concentrated thereafter. One of the principal obstacles to macaroni manufactured in the United States up to this time was the fact that wheat growers in this country did not raise durum wheat. Mr. Foulds offered prizes to encourage the planting of durum wheat semolina which eventually made the American manufacturer independent of foreign markets.

It was always one of Mr. Foulds' pet ideas that macaroni manufacturers needed to co-operate in advertising macaroni as a food more than they needed to push private brands. He was instrumental in organizing the Package Macaroni Manufacturers Association a year or two ago for the promotion of macaroni products. About four years ago the Foulds company incorporated a trade character, Fanny Folds, into its advertising. This was to register the 'proper pronunciation of the Foulds name with the reader. Recently the Foulds' advertising has tied up closely with the Eat More Wheat campaign.

The Foulds Milling Company was enlarged and moved to Chicago in 1907. Recently a new plant was added at Syracuse, N. Y., and the name will be changed shortly to The Foulds Company.

Plan 1924 Sales Campaign on New Washing Machine

The Lincoln Washing Machine Company, Detroit, is completing plans for its 1924 sales campaign. J. J. Keith has been appointed general sales manager. He was formerly associate sales manager of the Altorfer Bros. Company, Peoria, Ill., manufacturer of A. B. C. washing machines, of which he also had been advertising manager. The sales organization is being increased and new dealers added in the electrical, hardware and furniture fields. Lincoln washing machines have been on the market for three months and during that time, it is stated, sales amounting to more than 3,000 machines have been made.

The Power, Alexander & Jenkins Company, Detroit advertising agency, has been appointed to direct the company's advertising account.

TO those who are in need of help in solving business problems, I am offering the experience resulting from 20 continuous years of active service in the Advertising Agency field.

Correspondence is solicited from business men who are interested in discussing such a service on a predetermined fee basis.

W. W. DOUGLASS

Business Counselor

Room 1510, Times Bldg.

New York City

THE TROY RECORD

TROY, N. Y.

ANNOUNCES THE APPOINTMENT

OF THE

CHAS. H. EDDY COMPANY

(CHICAGO

NEW YORK

BOSTON)

AS ITS

NATIONAL ADVERTISING REPRESENTATIVE

EFFECTIVE JANUARY 1, 1924

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
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D. M. Hubbard

London: Thomas Russell

NEW YORK, NOVEMBER 29, 1923

Justifying Distribution Costs

A. C. Fuller, president of the Fuller Brush Company, told us recently that when he started his business he chose to sell through house-to-house salesmen not because it promised to be a cheaper method of getting distribution, but that for his purposes it promised to be the most efficient method.

When Mr. Fuller conceived his line of brushes, he knew that they would have to be sold as brushes were never sold before. People would have to be shown how to use them. Retailers could not be expected to carry full lines of a new type of brushes and to show customers where and how to use them. To assure salesmanship of this kind, the company had to have its own salesmen, capable of going into the homes of prospects, and there demonstrating the various uses of the products.

And now that the plan has proved eminently successful, Mr. Fuller knows that his original ideas were soundly conceived. The large sales of the company show that the method of distribution is satisfactory. Mr. Fuller admits that his cost of distribution is not any cheaper, if as cheap, as the cost of selling through retailers. He admits that few businesses could successfully follow his plan of selling, as the point of saturation would soon be reached if too many salesmen called at the home. He says, however, that the purpose of business is to get distribution. Any legitimate means that attains this end justifies itself. A system of distribution is justified if the people accept it. His object was to get his brushes into use in profitable annual volume. If the consumer buys sufficiently to give this volume, both the business and its system of distribution is justified from the economic standpoint.

Mr. Fuller insists that there is too much talk about the cost of distribution, the cost of living, etc. The cost of living, as measured in money units, is meaningless. The only thing that counts is the "use" value that people get out of the things they buy. There has always been discussion about the cost of living, Mr. Fuller says. It has been particularly prevalent during the last hundred years, and yet during all this time the standard of living has steadily risen.

Most of our confusion on this question is because we think in the terms of money. If we would think in the terms of what we can buy for our money, it would be readily apparent that the lot of the average person is steadily improving. Supposing we were able to place in a row all of the things that we buy during the course of a year, we would have an impressive array of merchandise. There would be unbelievable quantities of foods, clothing, household appliances, furniture, flowers, cigars, confections, automobiles, gasoline, bank deposits, home payments, securities, shrubbery, theatre tickets, railroad trips, taxis, charitable donations, drugs, toilet articles, books, maga-

zines, vacations and other creature comforts too numerous to catalogue. Then, supposing a man in a similar position twenty-five years ago, another fifty years ago, and another one hundred years ago were able to lay down beside ours all the things they were able to buy for their annual incomes, it would be at once apparent how much better off we are than were our fathers or grandfathers. And what is just as important: we are able to earn our necessities and comforts and luxuries on a much shorter day.

It is, of course, impossible for us to make a comparison of this kind in actual merchandise, but we can demonstrate the greater purchasing power of present-day incomes by listing annually every single item that we buy. Everyone ought to do this for one year merely as a demonstration of how inadequately money expresses purchasing values.

Are Advertising Slogans Effective?

Professor Bristow Adams, of Cornell University, not long ago made a test in Cornell advertising classes as to the memory value of slogans. The test was fairly exhaustive. In the main it consisted of asking students to identify certain well-known slogans. Even though these young men and women were familiar with current advertising, they were not able to remember, in the majority of instances, which advertiser it is that uses a particular slogan.

As a result of this test Professor Adams writes *PRINTERS' INK* that "it is more than a theory that some of the advertising slogans are senseless, that they have no relevance whatever to the product to which they are attached and that an immense amount of money has been wasted in trying to make slogans stick."

Of course it would be easy to over-emphasize the importance of a test of this kind. In the first place, advertising tests of this sort are not new. They are made frequently. But usually the test is made on too small a number of

subjects and for this reason does not prove anything.

Just the same we are disposed to agree with Professor Adams' findings in this particular test. We have often said that a slogan loses most of its value if it is not tied directly to the product it is intended to advertise. It is true that much advertising money is wasted in giving currency to a slogan that can just as well be applied to any competitive product. It is for this reason that "If it isn't an Eastman, it isn't a Kodak" always stands as a star example of an ideal slogan. It not only mentions the name of the manufacturer and the trade-name of the product, but it also ties both together in a popular phrase.

We also agree with this Cornell professor when he says that a slogan is of great value to an industry when it advertises the entire output of the industry instead of the product of some single manufacturer in it. Examples of such slogans are, "Say it with flowers" and "Save the Surface and you save all." These, of course, are trade association slogans. Many other popular slogans, while supposed to be the property of individual manufacturers, really advertise the whole industry. In some cases they are so vague that they cannot even be identified with any particular industry.

Regardless of these objections to the slogan, there is an ever increasing tendency among advertisers toward the use of coined aphorisms in their copy. We concede that a good slogan makes effective advertising, but what is the sense of using slogans if the benefit accruing from their use is not to be given to the advertiser whose money made the slogan popular?

To prevent these wastes, an advertiser who wants to use a slogan should do either one of two things. He should tie his slogan to his product or to his business, so closely that it cannot be separated, or he should get a slogan that can be registered as a trade-mark in the United States Patent Office. An article appearing elsewhere in this issue of *PRINTERS' INK* tells

under what conditions a slogan may be so registered.

Hopeful Signs in Financial Advertising Things have been happening to investment markets in the last year. For one thing they have expanded through being popularized. More people than ever are buying securities, particularly stocks, and the unit of sale has become smaller. While this has been going on financial advertising itself has not changed greatly. This is especially true of the advertising of new investment issues.

In offering 60,000 shares of its common stock to the public recently the Real Silk Hosiery Mills, Inc., of Indianapolis emphasized important facts regarding the conduct of its business which are not ordinarily made a part of financial advertising. These data had to do with the company's selling methods and its national consumer advertising. It brought out the information that the Real Silk company had broken away from the familiar method of selling to jobbers and department stores and now sells direct to the consumer, a change in policy which has resulted in rapid growth. Further than this it showed the prospective investor that the company's representatives are backed in their selling by national advertising in magazines which were named. Under the heading, assets, the advertisement stated that the Real Silk national advertising had built up a valuable good-will although this was not carried as an asset on the balance sheet.

The advertisements of investment issues are hedged about with so many real and imaginary restrictions that they change slowly. They rarely occupy large space. The slender lineage permitted them is invariably crowded with facts deemed to be of prime importance to investors. Such information as that included in the advertisements of the Real Silk stock would never have been included if the underwriters of the issue had not realized its selling

appeal to the new investment market.

Yes, things are happening to investment markets. The advertising of the Real Silk issue is a hopeful sign, for it indicates that financial men are aware of the importance of the changes taking place. The opportunity for selling stock issues to the general public is greater than selling bond issues in this way. An article in last week's issue of *PRINTERS' INK* told why a great popular market for bonds is impractical. But just the opposite is true of the market for stocks. Quite aside from the attitude of investment houses on the question, many of our great industrial concerns are anxious to have a wide public ownership of their stock. The one share holder is gladly welcomed.

The investing public, and that means the general public today, is interested as never before in selling facts. They are interested and responsive to national advertising. Advertising men know that and financial men are beginning to know it. The Real Silk stock advertising is a hopeful sign. Banks and investment houses are awakening to the importance of a manufacturer's advertising in marketing his securities.

Publishers to Complete Plans for Advertising Iowa

A meeting of the Iowa Daily Newspapers Association will be held at Des Moines early in December to complete plans for the advertising campaign on the State of Iowa. The purpose of this campaign was reported in *PRINTERS' INK* of November 8.

The association already has a fund of \$20,000 and the plan is receiving the approval of organizations throughout the State.

John F. D. Aue, publisher of the Burlington *Hawk-Eye* and president of the association, will preside at the December meeting. Frank D. Throop, publisher of the Davenport *Democrat* is chairman of the campaign committee.

Pittsburgh Gas Account with Cincinnati Agency

The Natural Gas Companies of Pittsburgh have placed their advertising account with The Blaine-Thompson Company, Cincinnati advertising agency. Pittsburgh newspapers are being used in a campaign which is now running.

Boy Scout Handbook

Published in regular editions since 1910

Over 2,000,000 copies of this book—containing 528 pages and over 500 illustrations—have been sold. The retail price is 40c. a copy. Sales are made direct and from bookstores and news-dealers throughout the country.

Due to the demand—which is more active than at any previous time—it is now necessary to begin the preparation of the 29th edition for which we guarantee a sale of 100,000 copies. This publication is not only the official HANDBOOK of all scouts and men connected with the Boy Scouts of America, but is an authority accepted by all lovers of the out-of-doors.

Its contents cover such a wide range of subjects as Scoutcraft, Woodcraft, Wild Life and Conservation, Campcraft, First Aid, Life Saving, Health and Endurance, Patriotism and citizenship, etc. Every subject is treated by a recognized authority.

For this HANDBOOK, a unique publication of its kind, only a limited amount of advertising is accepted. For general publicity purposes, the advertising value of this HANDBOOK exists for years. It gives a complete coverage of the whole Boy Scout field. The rates are:

Page (4x6$\frac{1}{4}$) \$200
Half-page \$110
Quarter-page \$ 60

The circulation is regularly audited by the
Audit Bureau of Circulations

BOY SCOUTS OF AMERICA, Publishers
200 Fifth Ave., New York, N. Y.



Courtesy of Edison Lamp Works of General Electric Company

Printers' Ink Monthly

December, 1923

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Picked by Business Leaders

PRINTERS' INK Home Office Memo.

November 20, 1923.

Mr. Marcus:

The American Management Association is, as you know, made up of leaders in industry. Among its officers and on its board of directors are executives of most of America's leading industrial concerns.

A few of these companies are the United States Rubber Company, Standard Oil Company of New Jersey, American Rolling Mill Company, Miami Copper Company, Equitable Life Assurance Society, The Spirella Company, American Telephone and Telegraph Company, White Motor Company, Bethlehem Steel Corporation, Pennsylvania Railroad Company, Hood Rubber Company, International Harvester Company and the Prudential Insurance Company of America. It has in its large membership heads of companies in all parts of the country as local councillors, and with affiliated groups the Association represents a real cross-section of executive leadership.

The editor of the American Management Review, which is published for the benefit of the members of the Association, checks over a large list of business magazines to pick articles which will be of interest to these leaders in America's most progressive industries.

It is interesting, therefore, to note in the November issue of this publication, that no less than thirteen articles have been checked from the October issue of PRINTERS' INK MONTHLY as worthy of the attention of the members of this association. The subjects covered in these articles include sales management, sales promotion, plant management, the selection, training and compensation of salesmen and salesmanship.

Ray Dickinson

Read that last paragraph again! Such a checking shows that the MONTHLY is being read closely by the executives who formulate advertising and sales policies for America's leading advertisers. The table of contents on the opposite page shows why these executives so thoroughly read

PRINTERS' INK MONTHLY

An Illustrated Magazine of Sales, Marketing and Advertising

The Little Schoolmaster's Classroom

"A GOOD salesman," the president of a big cooking utensil company once told the Schoolmaster, "is one who can take ordinary common-sense facts and dramatize them at the point of sale."

The Schoolmaster saw a striking demonstration of this quality the other evening. A citizens' mass meeting was being held at which both sides of the question as to whether the policemen in the suburban town were entitled to more money, were being presented. It was a meeting of property owners who feared higher taxes and most of them were opposed to the plan. After the two main speakers had finished presenting their facts and arguments in a dry manner, the meeting was thrown open for discussion. Taking the ordinary fact that policemen paid for their own uniforms and implements as his text, a sales manager in the audience who was in favor of the motion spoke somewhat as follows:

"I have three children. Every morning I climb aboard the 7.46 train for New York and leave them and my wife out here. It is a comfort to me to think that they are being looked after by an efficient, well-paid, and happy bunch of men. But there is one thing about the proposition I don't like. You all know that there have been more than fifty people bitten by mad dogs around here lately. Picture my three kids playing with some of the neighbors' children out in front of my house. Around the corner comes a mad dog, frothing at the mouth. He runs up the street toward my children. Just as he is going to jump at them one of the policemen pops a bullet into him and fires four more to make sure the mad beast is dead. Now it costs that officer just four cents apiece for every one of his shells so that he has spent twenty cents to save my children's lives. That twenty cents means big money to him

while we are paying him less than a ditch digger gets. I am not so interested in keeping my taxes down that I can't afford to pay twenty cents to help that officer save my children."

* * *

Then he went on a little further in the same manner. After his speech two people got up in the audience and asked whether it was true that the officer had to pay for the shells he fired at a mad dog. After they were assured by the policeman's spokesman that the fact was true, they said they were going to change their opinion on the whole matter and vote "yes." They didn't ask whether it was true that policemen had to buy their own implements, but responded to the dramatic portrayal of the sales manager. He had taken an obvious and commonplace fact without interest, and dramatized it at the point of sale.

The Schoolmaster drew a sales moral from this actual demonstration of some real selling.

* * *

The Schoolmaster has often commented upon methods used by great corporations to guard their good-will asset at the places the company comes in contact with the public.

Automobiles bearing the company insignia sometimes come in contact with the public in a disastrous way and much good-will is lost. Reckless driving builds ill-will and loses sales. The polite sign on the rear of a big oil company's trucks and the sales made by a representative of a brush company because he spared the lives of a flock of white leghorns have already been commented upon in this column. The larger a company is, the more difficult it is to get all its employees to realize the importance of careful driving of the wagons and trucks bearing the company trade-mark.

The American Telephone and Telegraph Company is using a



Flexlume Signs Have a Place in Your Advertising

THE ultimate aim of advertising is to increase sales. To do this it is not enough, that the public should know the worth of your product. They must know where it can be bought.

That is the mission of Flexlume Electric Signs—to “tie” the advertising campaign right to the dealer’s door. They are doing it for scores of the largest advertisers.

Flexlumes have a place in your advertising. Raised, snow-white, glass letters on a dark background, they are perfect day signs as well as night signs. They combine the advantages of greatest reading distance, most artistic designs, lowest upkeep cost.

The cost of Flexlumes is surprisingly low when ordered in quantities. Let us send you a sketch showing your trademark in the form of a Flexlume Sign and give you an estimate of cost.

FLEXLUME CORPORATION

32 Kail Street

BUFFALO, N.Y.



Here's a Real Opportunity

I want a partner—versatile writer with make-up experience—on a very much alive trade journal. In its field it stands head and shoulders over its older contemporaries. A good salary and a safe investment is assured. Must be young and aggressive, ambitious worker. Answers treated confidentially. Address "S.," Box 196, Printers' Ink, Illinois Merchants Bank Building, Chicago, Ill.

EXPERIENCED printing buyer wishes to make a New York agency connection where his practical knowledge of all phases of printing will prove invaluable. Have had charge of the printing and supply department of a large corporation for four years, and have installed printing departments in two large concerns, now wish to round out my knowledge of advertising from the agency viewpoint. Age 28, salary a secondary consideration to the right opportunity.

Address "N," Box 194,
Care of Printers' Ink

plan which is working out effectively. In telephone work, tools, material and men must constantly be transported quickly and safely by automobile.

In crowded districts the chances for accidents are high. To insure careful driving the company has had made an attractive enameled disc which it places on the side of each car driven throughout a year without a single operating accident. Below the disc, year plates are added, one for each year which is passed without an accident. As the company points out, "the reactions from this plan are twofold. First, the plan interests our employees in preventing this type of accident, and secondly the car so equipped passing through the cities, towns and rural communities throughout the country bring to the attention of the general public the fact that we as a public utility are doing our share to relieve a situation that is rapidly becoming a public menace."

In one subsidiary telephone company automobile accidents were reduced by 19 per cent the first year after the plan was put into effect, and last year it was able to place awards on 75 per cent of all its cars. The telephone company's plan has been suggested by State Highway Commissioners for adoption by other large automobile-using concerns.

Having almost been run over by a truck owned by a company with which he has long been on the friendliest terms, the Schoolmaster takes particular pleasure in passing on the telephone company's suggestion to the members of the Class.

* * *

How many members of the Class know that one of the presiding geniuses of several Broadway successes, including the Don Marquis play, "The Old Soak," and the musical comedy sensation, "Poppy," is an advertising man?

Philip Goodman is this man. At one time he was writing special campaigns for three department stores. He made enough money to retire and did so—two



Private-Rapid-Economical

The Multicolor Press can be simply installed and easily operated. Just a corner of the plant and an ordinary employee to run it—and there you are! Instantly available, private, rapid and economical. Conservative figures estimate the saving at from 40 to 60%, but it is hard to estimate the convenience and time-saving for thousands of leading firms who are finding it invaluable.

The Multicolor uses ordinary type, flat electros, zincs and halftones. A complete private printing plant, by which you can control deliveries and save its cost in one year or less.

Write for the free book. We'll send, also, samples of the good work done.

LISENBY MANUFACTURING CO.
225 No. Michigan Blvd.
Chicago, Ill.

Multicolor Press

American Lumberman

CHICAGO

offers advertisers lowest rate
per hundred. Investigate!

A. B. C.

Est. 1873

An Advertising Manager who knows merchandising

by reason of twelve years' experience in the retail and general advertising field could be interested in a new connection at this time. Has successfully directed the advertising for two national advertisers, both of whom are the largest producers in their respective lines. Age 33, married, and willing to go wherever an opportunity for business growth and permanence exists.

Address "R," Box 199, Care of
Printers' Ink

I Want a Job

in an

Advertising Agency

Ten years' agency experience, checking, billing, payments to publishers, bookkeeping, office management. Last three years as manager of finances of prominent agency. Age 32; married.

Address Box "R"

47 E. 25th St., New York City

years ago. But restlessness overtook him and he attempted theatrical production along ideas discovered while in advertising. He says:

"I attribute my success so far to the training I received in the advertising business. I have been trained to direct messages which must react on 'crowd impulses.'"

"If I could write a piece of advertising copy that had the kind of 'hook' in it that resulted in 40,000 requests for samples from a single advertisement, it seemed to me that the same 'hook' applied to theatrical problems would also fetch the public."

Philip Goodman smashed a great many traditions when he undertook his new field. He selected players who had never been identified with such parts before and authors who had never written plays before. But always there was a "selling idea" in everything he did. He looked at his problems through the trained eyes of an advertising man.

Packard Car Sales Reach New Peak

The Packard Motor Car Company, Detroit, for the fiscal year ended August 31, 1923, reports gross sales of \$55,670,464 resulting from 21,571 cars, a new record in number of cars sold. The dollar gross was exceeded by only the boom year of 1920. Gross sales of \$37,988,498 were reported in the fiscal year of 1922. The net profit, including that from subsidiaries, but after deductions for interest, Federal taxes, etc., was given as \$7,081,879, in contrast with \$2,115,828 in the previous year, a loss of \$987,366 in 1921 and a profit of \$6,395,468 in 1920.

W. I. HUGHES

Circulation and Promotion Service

1808 Tribune Bldg.

Beekman 4987

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Association of Financial Advertising Services Meets

At the annual meeting of the Association of Financial Advertising Services, which was held recently at Chicago, action was taken looking to close and efficient co-operation in the interests of financial advertising with all associations now active in banking as well as advertising lines.

The officers of the association were re-elected. They are: President, E. Bird Wilson, president, Edwin Bird Wilson, Inc., New York; vice-president, Harvey Blodgett, president, the Harvey Blodgett Company, St. Paul, and secretary-treasurer, G. Prather Knapp, vice-president of The Bankers Service Corporation, New York.

These officers, together with the following, constitute the board of directors of the association: H. B. Craddick, Craddick Service, Minneapolis; R. P. Purse, Purse Printing Company, Chattanooga; R. P. Nisbett, Jr., president, The Bankers Service Corporation, New York, and William Ganson Rose, of William Ganson Rose, Inc., Cleveland.

Lewis Homes Account with Tiffany-Bayless

The Lewis Manufacturing Company, Bay City, Mich., manufacturer of Lewis Built Homes, has placed its advertising account with The Tiffany-Bayless Company, Cleveland advertising agency. A national advertising campaign is planned for this account next year which calls for the use of national magazines and rotogravure, display and classified space in newspapers.

New Accounts for the E. T. Howard Company

The Nichols Copper Company, producer of copper sulphate, and Hickson, Inc., women's wearing apparel, both of New York, have placed their advertising accounts with the E. T. Howard Company, Inc., New York advertising agency. Business papers are used by the former and newspapers of New York and direct mail by the latter account.

S & M Lists

40,000 High School Students
40,000 Children (2 to 20 years)

Selling through the children is the keynote struck very often at recent Advertising Conventions. Can you use these Lists?

SAMPSON & MURDOCK COMPANY
247 Summer Street Boston

Auditor, Secretary, Treasurer

Vigorous American, age 35, thorough accountant, credit manager, Federal Income Tax expert; formerly comptroller publishing house, auditor manufacturing concern (both 2nd largest in their field), purchasing agent, real estate manager; forceful but tactful executive, ingenious systematizer; college graduate, officer-instructor U. S. A. during war. Present salary not so important as future prospects; record proves adaptability to new assignments; particularly fitted to shoulder the load of an

Over-burdened Business Man

Address "D," Box 63, Printers' Ink

Representation in the East

My organization can adequately represent in New York City and the East a leading Southern or Western newspaper or magazine, on a commission basis. I would be glad to hear from any publisher who is considering changing or establishing representation in New York City. John H. Livingston, Jr., Advertising Concessionaire, Fifth Avenue Coaches, 425 Fifth Avenue, New York City.

EVENING HERALD

Los Angeles, Cal.

Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923.....	166,300 daily
Six Months Ending Sept. 30, 1922.....	145,953 daily
Increase in Daily Average Circulation.....	20,347

It Covers the Field Completely

Representatives:

H. W. Maloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg., 6 No. Michigan Ave., Chicago
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Cal.

**COLOR,
PERMANENCE AND
ECONOMY**

PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins in 137 cities and towns of Northern N.E.

KIMBALL SYSTEM

LOWELL - MASS.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; All service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

Wanted—An active bright man with capital, to continue a profitable mail order business, only started. Splendid opportunity for the right man. Box 452, Printers' Ink.

WILL BUY OR TAKE MAJORITY INTEREST in small growing ADVERTISING or PUBLISHING business, investing \$5,000-\$10,000. Address Box 438, Printers' Ink.

ARTIST
now doing magazine lettering, design and illustration, can take on additional magazine or house-organ. Penaud Ink, 1718 Tribune Building.

SURELY YOU'VE HEARD OF THE LETTERS AND SELLING COPY WRITTEN BY THE FOLKS ON GOSPEL HILL, IN MARION, OHIO?

WESTERN PUBLISHERS SEEKING EASTERN REPRESENTATION

Eastern representative with New York office, covering Eastern territory, can take on another paper. Box 450, P. I.

DO YOU WANT NEWS FROM Los Angeles?

Trade and class publications are invited to send for references as to ability, etc. Address Box 418, Printers' Ink.

Clear your Canadian classified advertising through

THE CANADIAN CLASSIFIED CLEARING CO. TORONTO, CANADA

Free directory on request.

A prosperous \$50,000 publishing corporation, publishing books, a trade weekly and has its own printing plant, wants as vice-president and general manager with advertising experience, a man with \$10,000 to \$15,000 to invest. Address "National," Box 419, Printers' Ink.

Western Publishers

seeking advertising representative for New York and the East for a magazine in good standing can connect with well-known representative who is successfully selling the Western territory to Eastern national advertisers and agencies. Address Box 416, Printers' Ink.

A PUBLICATION PRINTING HOUSE, well equipped, 30 minutes from New York, doing book and catalogue work, can take on a few more periodicals at reasonable prices.

JERSEY PRINTING CO.

10 West 23rd Street, Bayonne, N. J.

Publication Printing Plant for Sale
An exceptional offer. \$30,000, quarter cash, balance in trade. Inventory \$45,000. Has five Miehle presses, Linotypes, modern composing room. Producing five publications. 75% of bills in cash, 25% credited to purchase price. Opportunity to procure \$45,000 plant on investment of \$7,500. Opening for two practical men. "Broadway," Box 417, P. I.

PARTNER with capital to assist carrying through several large Advertising Campaigns in and about Philadelphia. Box 436, Printers' Ink.

HELP WANTED

Wanted—A man to cover the South with the highest class line of French kid gloves. None but a topnotch man will be considered. F. Fitz Gibbon & Co., 114 East 23rd Street, New York, N. Y.

Experienced Woman

to organize and take full charge of Retail Cloak and Suit Advertising Department. Box 459, Printers' Ink.

Advertising solicitor and copy writer to assist in advertising department of leading morning paper in city of fifty thousand. In applying, state experience and give references. Address Box 435, Printers' Ink.

Sales and advertising department of manufacturing firm has interesting position available for a young man of experience in direct-by-mail campaigns. One who can handle volume of sales correspondence, and prepare effective printed matter. Opportunity is unusual for right party. Give full details in confidence as to previous connections, age, and salary desired. Sales Manager, Box 27, Bush Terminal, Brooklyn, N. Y.

Assistant to Buyer of Printing

A large New York City Advertising Agency is looking for a young man to assist in buying printing and engraving. He must be familiar with the mechanics of the various printing and engraving processes.

Please give complete information regarding experience, age, and salary expected, Box 441, Printers' Ink.

Wanted—First-class designer for best kind of work with art establishment with best reputation. Ideal working conditions. Permanent connection. Send samples and talk business in first letter. Advertisers Bureau, 975 East Jefferson Avenue, Detroit, Michigan.

A clean, compact, wholly efficient advertising service agency, well rated, New York City, has opening for an approved account executive with ability to secure important patronage. Liberal contract. 100% co-operation. Correspondence confidential. Box 421, Printers' Ink.

Here is an opportunity for a "peppy" lettering and design artist, who can do first-class work in every respect, to connect with a live and growing organization. Location: New York City. Prefer a man who has had agency experience. Write at once for an appointment. Box 460, Printers' Ink.

Investigators--\$4000 Up

Leading New York Agency needs two high-calibre men, 30-35, college trained, with selling experience, who have done research and marketing work along merchandise lines. Protestants, familiar with business budgeting. Communicate in strict confidence with Walter A. Lowen, Advertising Specialist, Vocational Bureau, Inc. (Agency), 17 West 42nd St., New York.

STENOGRAPHER

Unusual opportunity in advertising department for young lady who is using stenography as a stepping-stone to a better job. Only apply if you can originate and carry through plans, possess initiative, can write forcefully and clearly and can get things done. State age, experience and salary desired, which must be moderate to start. Box 380, 2501 World Tower Building.

We Want a Typographer

who understands layout, art, plates and can handle the production details of direct advertising. A man with agency experience preferred, who can look upon a printed job from an advertising point of view.

Write full details of your experience to

THE CORDAY & GROSS COMPANY
Cleveland, Ohio

COPY MAN—Experienced in institutional and direct-result copy and correspondence, competent to conduct a department. Exceptional opening for the right man. Please state age, experience and salary. Box 434, Printers' Ink.

MAT SERVICE SALESMAN

to handle first-class women's ready-to-wear and men's distinctive clothing services as side-line. Liberal commissions. Write THE GILLESPIE CO.
411 Empire Bldg. Detroit, Mich.

Dairy Advertising Service

A side-line advertising salesman can sell it. Fifty-two advertisements at \$40. Truthful, pertinent copy, for dairies pasteurizing milk, only. Commission \$5 each sale. "T. A. S." Box 454, P. I.

Wanted—Form letter writer. One of the largest mercantile organizations in the country is interested in securing a young man who can write and revise form letters and other communications going to customers. Ability to write clear, simple, dignified English with personality is basic requirement. This is not a mere job, but a real opportunity. Give experience since leaving school. Send samples of your work and state salary expected. Box 439, Printers' Ink, Chicago Office.

POSITIONS WANTED

COPY WRITER AND LAYOUT MAN of long experience wants position with trade journal or advertising manufacturer. Franklin Myers, Hamilton Beach, L. I.

WANTED—Part-time advertising copy writing by writer capable of making up compelling copy on virtually any subject or commodity. Address, M. P. Jackson, P. O. Box 90, Hartford, Conn.

College graduate, 25, 3 years' experience selling advertising, composition and printing, wants to connect with well-known printer. Wide acquaintance in agency field. Box 458, Printers' Ink.

Refined, intelligent young woman desires part-time position; agency, publishing experience. Box 431, P. I.

N. Y. COPY WRITER

Successful free-lance, formerly big agency copy chief, will personally handle your work. Box 445, Printers' Ink.

ADVERTISING MANAGER

Young man wants position as advertising manager of manufacturing concern of moderate size. Can write and plan trade-paper campaigns, newspaper advertising and dealer helps. Four years' substantial agency experience handling national accounts. Married. Age 26. Locate anywhere. Salary \$3,600. Box 461, P. I.

YOUNG MAN WANTS POSITION with New York City publisher as assistant make-ready man. Can make immediate change. Apply Box 456, care of Printers' Ink.

Agency man available; ten years' experience in all branches of agency work. For full information address Box 425, Printers' Ink.

BUSINESS WOMAN

wants advertising or editorial position; New York; experience in merchandising, promotion; seven years trade-paper writer and executive. Box 462, Printers' Ink.

COMMERCIAL ARTIST—With advertising and printing experience, has several hours spare time. If you are rushed with art work, lettering, layouts, save money by getting in touch with Box 449, Printers' Ink.

BANK LETTERS—Prospect and new business pullers. Follow-up letters for newly opened and closed accounts. For five years publicity manager of two large banks in a capital city. Address Box 448, Printers' Ink.

College graduate, 25, 4 years' experience in agency and publishing fields, seeks position as Production or Asst. Adv. Manager. Can write selling copy and make attractive layouts. Also understands printing thoroughly. Box 457, P. I.

COPY WRITER

University graduate; young woman; 4 years' advertising and publicity experience; competent writer; productive ideas; layouts. Can take charge. New York only. Box 442, Printers' Ink.

Catalog Compiler

Several years' experience on largest hardware, automotive and mill supply catalogs. Can handle all or any part of catalog construction. Box 446, P. I.

Male Stenographer - Correspondent

Writes human interest copy. Contributed to Printers' Ink, A. & S., National Advertising. Will start in any capacity where creative ability and loyalty win promotion. P. O. Box 46, Morsemere, N. J.

Production Assistant

Four years' experience with printing establishments in various positions; well versed with technical end; have studied advertising and allied subjects. Progressive and alert, Christian, 24 years old, unmarried. Want offer where conscientious service assures advancement. New York and vicinity preferred. Address Box 787, 206 Fitzgerald Bldg., N. Y.

FOR \$100 PER MONTH

An experienced advertising manager who gave up a \$10,000-a-year position to do free-lance work will write your advertising copy, booklets, and sales letters, and serve as your general publicity advisor on a part-time basis. No charge for consultation. Box 444, Printers' Ink.

Advertising Salesman—with broad, proven experience and successful record as solicitor, branch office manager, advertising manager; wide acquaintance advertisers and agencies New York and Eastern territory—seeks opening and opportunity; best credentials. Box 437, Printers' Ink.

ADVERTISING SOLICITOR who knows how to write copy, make layouts and sell non-advertisers, experienced on daily newspapers, trade publications and mail-order propositions. A high-calibre man who is open for a connection with a live organization. Age 42. Box 440, P. I.

EXECUTIVE—EDITORIAL

Young woman—one year college; ten years' business experience, secretarial, free-lance newspaper work, shopping, etc.; initiative, executive ability—wishes position with first-class magazine publishing company. Box 463, Printers' Ink.

Advertising Man

More than 10 years' experience in agency and publication work, and as manager. Has produced noteworthy results. Age 35, married, with family. Wants position with a future. Box 451, Printers' Ink.

Special Representative Wanted

Radio World, the national illustrated weekly, wants experienced men to solicit advertising and follow up leads on a commission basis in Philadelphia, Cleveland, Cincinnati, St. Louis and San Francisco. Address Fred S. Clark, Manager, *Radio World*, 1493 Broadway, New York.

COMMERCIAL ARTIST

(15 years' experience) has time for several additional accounts on time basis. Wide experience in production and reproduction. Black and white, color, designs and layouts. Knows photo-engraving process and lithography. Box 466, Printers' Ink.

Petroleum technologist, just over 30, desires position of real responsibility in oil company. M.A. in chemistry with thorough knowledge of oil industry; processes, methods and specifications. Experienced in sales as well as investigation. Somewhere there is a worth-while job that needs me. Do you know where? Box 427, Printers' Ink.

Opportunity For Retailer—New York retailer can obtain part time services of advertising executive associated with large manufacturer. Will handle space advertising, direct-mail, etc. Exceptional opportunity to obtain advice and co-operation on advertising and merchandising problems. Reasonable charge. Details by appointment or letter. Box 453, P. I.

WANTED—POSITION WITH SMALL DAILY

Hustler wants position with small daily as advertising manager. Can produce results; 4 years' experience. Can lend personal touch to position through merchandising ideas gained during 8 years of experience, 4 of these years were spent as sales manager of department stores. Best of references. Straight salary or salary and bonus considered. South, Southwest or West preferred. Now employed. Open January 1 or sooner. If interested, write now to "M. C. B.," Box 433, care of Printers' Ink.

lady with very considerable experience in literary work and exceptional ability for presenting a subject in an attractive and captivating form, is looking for a worthwhile opportunity where her ideas and aptitude for unusual copy can be made use of. Part or full time. Apply Box 464, Printers' Ink.

FOR RENT—My technical training and practical experience in sales and production of chemical products. Knowledge of financing and marketing. Ability to size up new products. Sincere enthusiasm for a real proposition. If this meets the eye of somebody who can profitably employ a Christian, age 31, university graduate, the next step is to write Box 428, P. I.

Want work in Advertising, Editorial or General Management in sound paper. Have had 14 years' experience as publisher and in selling space and printing. Wide acquaintance among agents, publishers. Especially valuable contact relations with bond houses, banks and investors. All references. Fair salary required—with better prospects. Box 465, Printers' Ink.

EXECUTIVE who successfully served large, famous institutions as—**EMPLOYMENT & PERSONNEL MGR., INSTRUCTOR IN SELLING & BUSINESS ADM., SALES PROMOTION & SALES EXECUTIVE** desires connection, on salary basis, with sound organization where **RESULTS** determine rating and progress. Advertiser is 38, college bred and a producer. Box 447, P. I.

Some Overworked Executive will find me able to help him. University graduate, 31, able to handle people in difficult situations to satisfaction of my chief. Understand investments and how to investigate new projects. Background of technical training developed by eight years' experience. Highest references to show what I have done and what I can do. Box 426, Printers' Ink.

MAGAZINE MANAGEMENT—Opening desired where a wide knowledge of constructive magazine work is needed. Familiar, by practical experience, with printing, engraving, circulation, advertising and editorial management. Would like to construct new publication or build up an old one that has possibilities. New York City. Moderate salary with increase on results. Box 455, Printers' Ink.

LET'S CONNECT THE WIRES

St. Paul man wants a connection with a good agency anywhere. Six months newspaper reporter. Three years sales letter writer. 25. Married. Good education. Excellent health, physique, personality. Experienced in selling, meeting business men and employing help. Efficient office manager. Gets things done. A-1 business record. Excellent references. Ready January 1. Box 429, Printers' Ink.

Advertising Assistant

Not a fully seasoned advertising executive—yet—but for last three years has been successfully selling by mail to publishers, and previously made good as advertising manager of small city daily. Knows mechanics of printing, his copy is producing in his present connection and he likes responsibility. Is seeking better opportunity. Can you offer it? Box 430, Printers' Ink.

WE CONNECT THE WIRES

NATIONAL ADVERTISING DIRECTOR of 150,000 daily, has peevish foreign representatives. Paper besieged, due to lineage lead be built. Secured 90% in his field. Is offered salary increase, but wants new world to conquer. Agency trade paper, mercantile experience. Age 31. Speaks Spanish fluently. Known Latin America. Can you use our No. 8016 at \$5,000?

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

CIRCULATION MANAGER

Eight years' experience daily newspapers, 40,000 circulation. -Sixteen months on weekly trade publications, where I am now working. Can get the results you want from field force and carrier organizations and efficiently manage departmental office work. Compile effective direct-mail sales and collection literature. Canadian, age 30, single, well educated, excellent references. Salary \$3500. I like a hard job, and will go anywhere. Box 443, P. I.

TYPOGRAPHER

Well employed
wishes executive apt position
Samples

Box 423, Printers' Ink

A PRODUCER

The Western Advertising Manager, for the past six years the leading trade publication in its field, covering the Middle Western territory from Syracuse to Chicago, is desirous of making a change for personal reasons which can be satisfactorily explained to interested parties. This man, a college graduate, has handled sales and merchandising campaigns for several of the largest concerns in the industry he is now associated with. Has a good agency acquaintance in this territory. Has initiative, and can work with or without supervision. Box 424, Printers' Ink.

Do You Need

Well-rounded experience in the preparation of copy and layouts for advertisements, catalogs, and direct-mail material, together with ingenuity of ideas?

Ability to plan and complete an advertising campaign without agency assistance?

I Want

substantial opportunity, co-operation, and a deal in a happy business family. N.B.—I do not know it all, nor do I care to work for anyone omniscient.

Salary \$80; location anywhere; available Dec. 1. Box 420, Printers' Ink.

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Walking Standing Sitting Moving

in Street Cars, in
in Steam Cars, in
Busses, in Offices,
on the Streets, on
the Boulevards

Thos. G. Sack & Co.

OUTDOOR

is ADVERTISING

Always Before You ~

Thos. G. Sack & Co.

Chicago Tribune's Phenomenal October Circulation Gains

Week-Days Only	Total	Gains Over Preceding Year
October, 1921	491,164	37,280
October, 1922	532,750	41,586
October, 1923	592,441	59,691
Gain—1923 over 1920		138,557

In 1920 The Chicago Tribune had the largest morning daily circulation in America. Since then it has gained 138,557, or 30%.

Sundays Only	Total	Gains Over Preceding Year
October, 1921	807,181	72,947
October, 1922	842,155	34,974
October, 1923	921,194	79,039
Gain—1923 over 1920		186,960

In 1920 The Chicago Tribune had the second largest Sunday circulation in America. Since then it has gained 186,960, or 25%.

Advertisers in The Chicago Tribune enjoy a constantly expanding market.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.
New York City

Tribune Bldg.
Chicago

Haas Bldg.
Los Angeles